

A Strategic Regeneration Framework

Draft Consultation Document June 2025

Attercliffe

Sheffield's new wave

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01. Introduction

1.1 Introduction

Attercliffe has the opportunity to become Sheffield's newest, sustainable, lifelong neighbourhood. The area could accommodate up to 3000 new homes and 1500 new jobs with the ingredients to shape Attercliffe one of the most exciting places to live, work and play within Sheffield.

The Strategic Regeneration Framework (SRF) establishes our vision for Attercliffe for the next 10-15 years and its delivery has already started. A number of schemes are already under development and the Council are working with partners including Department for Levelling Up, Housing & Communities (DLUHC) and Homes England to bring forward the next phase of development.

There is an excitement about the future potential of Attercliffe not just locally but

regionally and this strategic regeneration framework will ensure new investment is delivered in a sustainable, considered fashion, pushing the boundaries for quality design in the area.

Attercliffe is particularly exciting due to its excellent connectivity and unique waterside setting. Proposals centred around enhanced tram, train, cycling and walking facilities will support the Council's aspirations for sustainable urban living.



1.2 The Strategic Regeneration Framework

Homes England and Sheffield City Council have invested in a bold and ambitious regeneration framework for Attercliffe which seeks to build on the previous 'Attercliffe Action Plan 2011 - 2021'

Attercliffe has suffered long-term decline for over 40 years. Once a major retail and commercial hub serving nearby industry, it has an opportunity to forge a new identity as a vibrant and exciting neighbourhood centre, providing a mix of homes for all and also hosting employers of the future.

This is an important time for the Sheffield City Region. The area is experiencing strong economic and employment growth and the benefits of this regeneration can already be seen within Attercliffe, specifically around the Sheffield Olympic Legacy Park, newly proposed Local Growth Fund (LGF) projects and Transforming Cities Fund (TCF) proposals. While progress has been made in regenerating adjacent areas the benefits of these developments are yet to be seen filtering into Attercliffe itself.

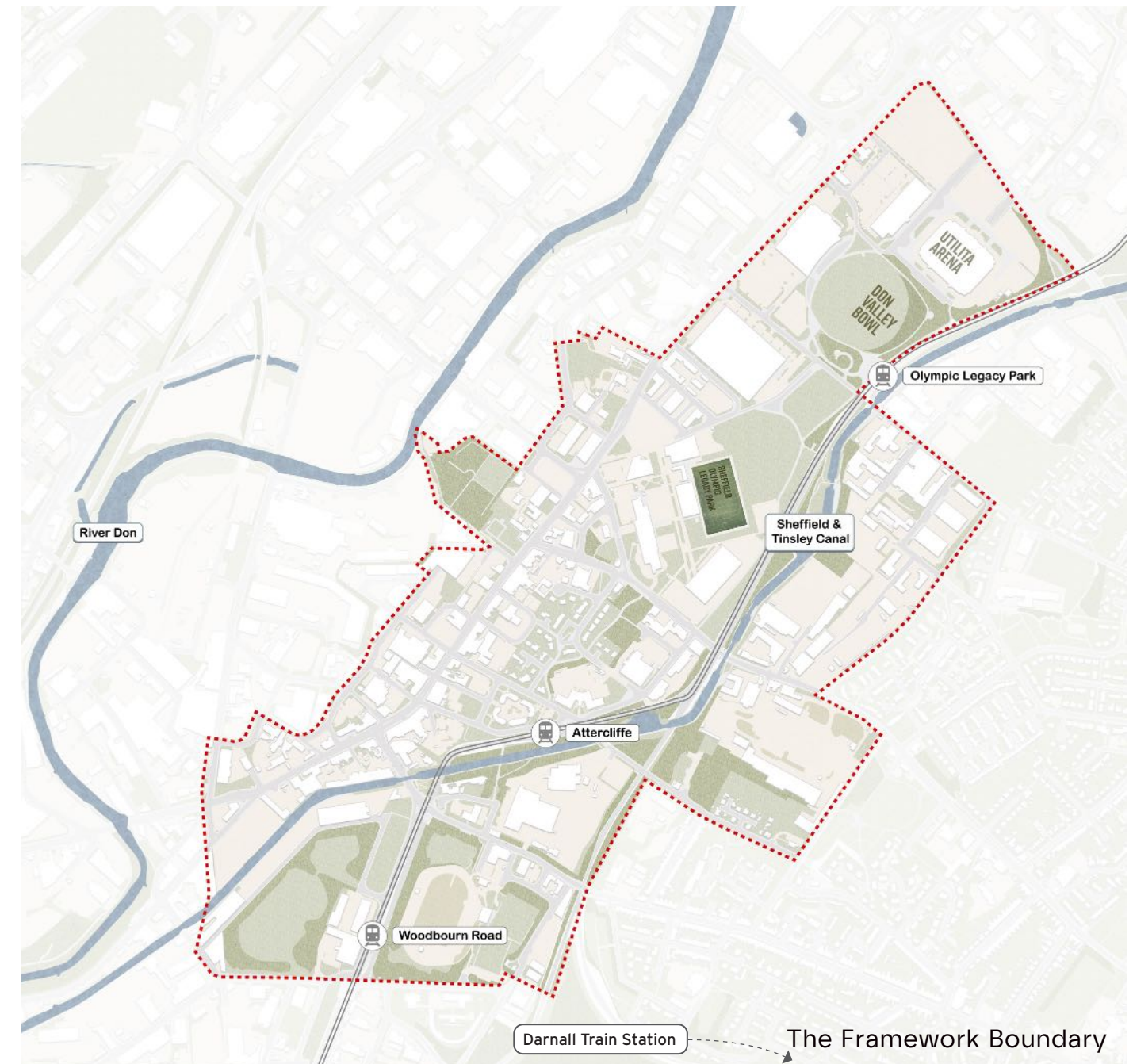
This strategic framework seeks to build upon this significant regeneration momentum to create a refreshed sense of place and change perceptions of Attercliffe as left-behind and run-down, in the 'shadow' rather than the 'halo' of new investments. This momentum provides the foundations to focus on redefining Attercliffe's residential offer as part of the next stage of transformation of the area to help ensure its long term success.



Attercliffe Road High Street



8-10 Leeds Road

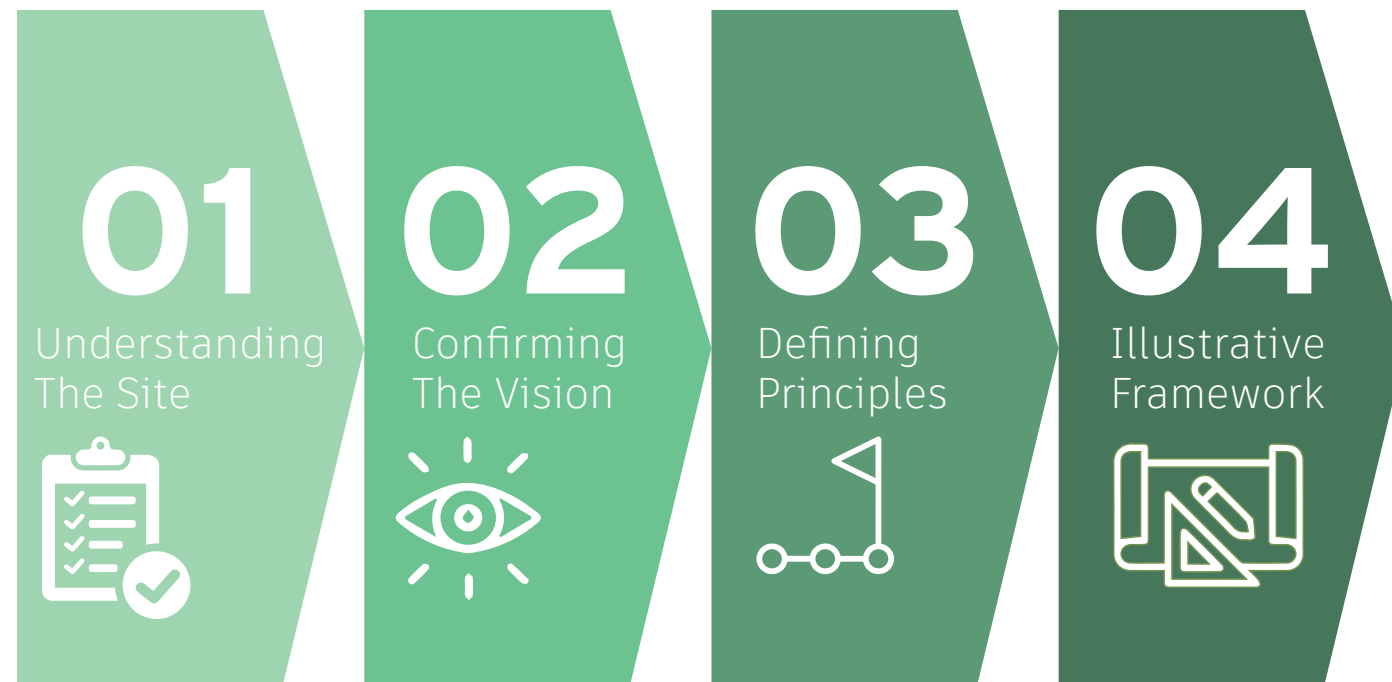


This SRF is intended to inspire, excite and engage with existing and future residents and businesses as well as future developers and investors.

It establishes a vision for how Attercliffe could be reshaped over the next 10-15 years as the place at the centre of Sheffield's most exciting developments, (not the space in-between them) and explores what can be done to unlock the potential of an area that holds vast and exciting potential for regeneration.

1.3 The Approach

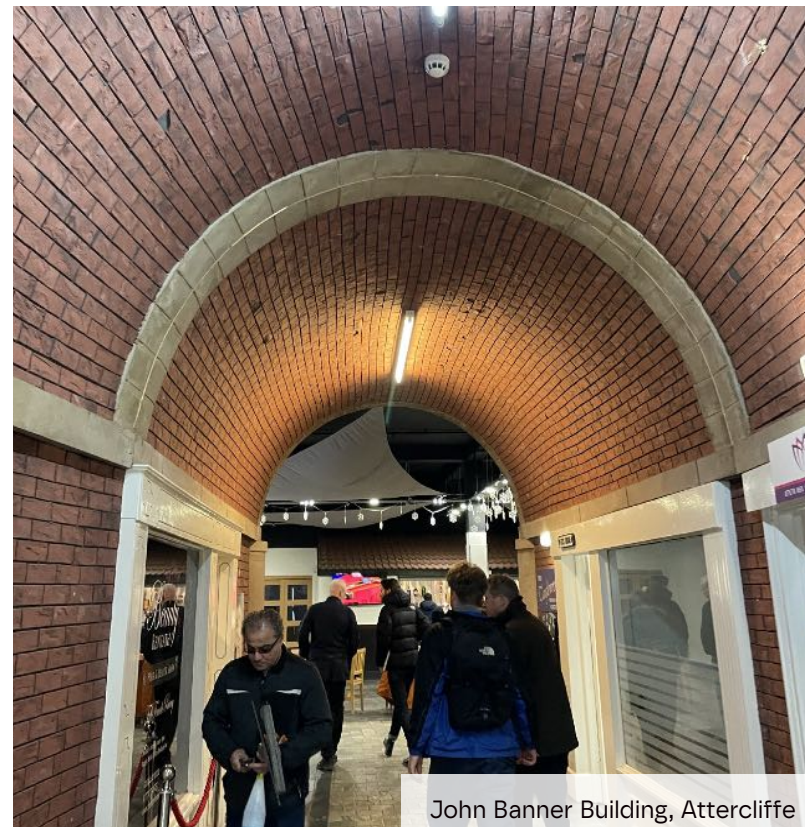
Methodology:



Why a Regeneration Framework?

Attercliffe is an area of significant potential with a number of outstanding assets on which to build. Its location is key within the wider city vision – a strategic route into and out of Sheffield and historically part of the industrial heart of the city – a thriving part of Sheffield.

The principles are designed to inspire, excite and engage with existing and future residents and businesses as well as with developers and potential investors. The framework must be a flexible plan that provides a clear structure and guidance as proposals come forward, without being prescriptive.



The Framework will serve the following purposes:

- Provide a guide and inspiration for development and investment decisions within the area by the public and private sectors;
- Advise partners of the Council's aspirations for the area;
- Identify and support further technical feasibility work to move priority projects forward over short, medium and long term;
- Provide context to support funding discussions and bids; and
- Provide planning guidance to be taken as a material consideration for future planning applications within the area.

The key stages in preparation of this Framework include:

- Familiarisation with the area;
- Document review;
- Spatial Review;
- Access and Movement Review;
- Visioning and defining principles;
- Option testing; and
- Illustrative Framework, review and refinement.

This Framework is designed to provide a strategy and a set of illustrative principles to guide the future transformation of Attercliffe over the next 10-15 years.



02. Strategic Regeneration

2.1 Regeneration Context

Attercliffe or Sheffield's East End is currently bookended, with the city centre at one end and Meadowhall at the other, and with some excellent assets in between.

Getting to Attercliffe from Sheffield City Centre is straightforward and quick – (around 10 minutes on the Supertram) – but despite the close proximity, this once-proud and booming district, isn't really considered by many to be a destination.

It's a place that has had its fair share of neglect since the decline of its heavy industry economy and the housing, schools and communities that were connected to it also disappeared.

The 1990s saw major retail and leisure destinations including Meadowhall, Centertainment and FlyDSA Arena open, which helped to put Attercliffe back on the map.

Times keep radically changing for Attercliffe – and things are now going in a healthy direction. One of the vital cornerstones in the area's latest resurgence has been created by Sheffield Olympic Legacy Park Ltd, a joint venture between Sheffield Hallam University, Sheffield Teaching Hospitals NHS Foundation Trust and Sheffield City Council, which was formed in 2015.

Facilities already in operation on the site include the UK Sports Institute Sheffield (EIS), iceSheffield, Don Valley Bowl, Oasis Academy Don Valley, UTC Sheffield Olympic Legacy Park, Steel City Stadium with 3G pitch and park environment with cycle paths and green open spaces, with more expansion set to come.



Spartan Works

Strategic Regeneration Sites:

Sheffield City Centre

Sheffield City Centre is transforming with fantastic regeneration projects reshaping the city centre, turning it into a vibrant and exciting place to live, work and play. The result will make the city a must-visit location for anyone looking to shop, eat, drink, and enjoy their day.

The transformation of the city centre is well under way with projects including Heart of the City, Castlegate and Fargate continuing to take shape.

Following transformation of the city centre, investors and developers are looking for the logical next place to target, including cost effective locations. Sheffield's East End and Attercliffe is well placed to reposition itself and respond to this need.

The Lower Don Valley area was the obvious location for regeneration following the closure of Don Valley Stadium in September 2013 and the Sheffield Olympic Legacy Park is a London 2012 Olympic Legacy Project for health and wellbeing research and learning. The four legacy themes from London 2012 are sport, local community, environment and economic regeneration and all these themes are being delivered at the Park and remain key drivers for this SRF.

The Olympic Legacy Park forms a key part of the Advanced Manufacturing Innovation District, along with the Sheffield Business Park & University of Sheffield Innovation District and the advanced manufacturing park all of which are perfectly located to support the regeneration of Attercliffe. Each of the sites are at the forefront of their field and have the proposals for future expansion providing 1000s of new jobs within the area.

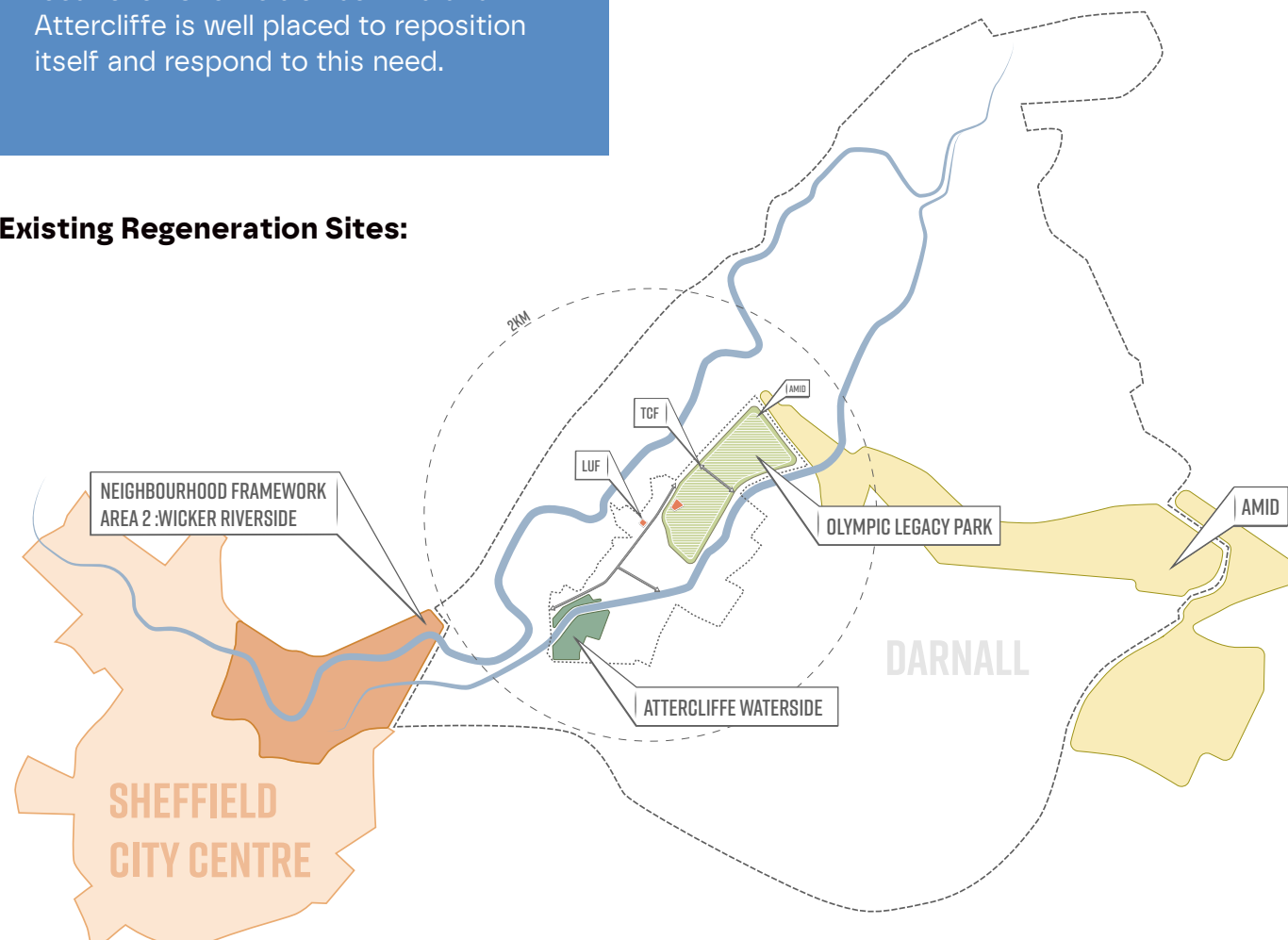
More recently, £17 million from the Local Growth Fund has been announced to be spent in Attercliffe. The Local Growth Fund bid is focused on joining up investment in leading-edge employment, travel and quality of life to transform perceptions of Attercliffe, placing it once again at the centre of Sheffield's most exciting developments.

At the heart of the proposal is the development of the Centre for Child Health Technology at the Sheffield Olympic Legacy Park; bringing together medical professionals, patients, and families to deliver the world's most advanced integrated health care system for children.

This will be supported by investment in wider regeneration initiatives in Attercliffe including: improving links between Sheffield Olympic Legacy Park and the High Street; creating a more welcoming environment and street scene; and refurbishing historic buildings (Adelphi Theatre) in the area to provide a cultural hub and event space on the high street, strengthening Attercliffe's sense of



Existing Regeneration Sites:

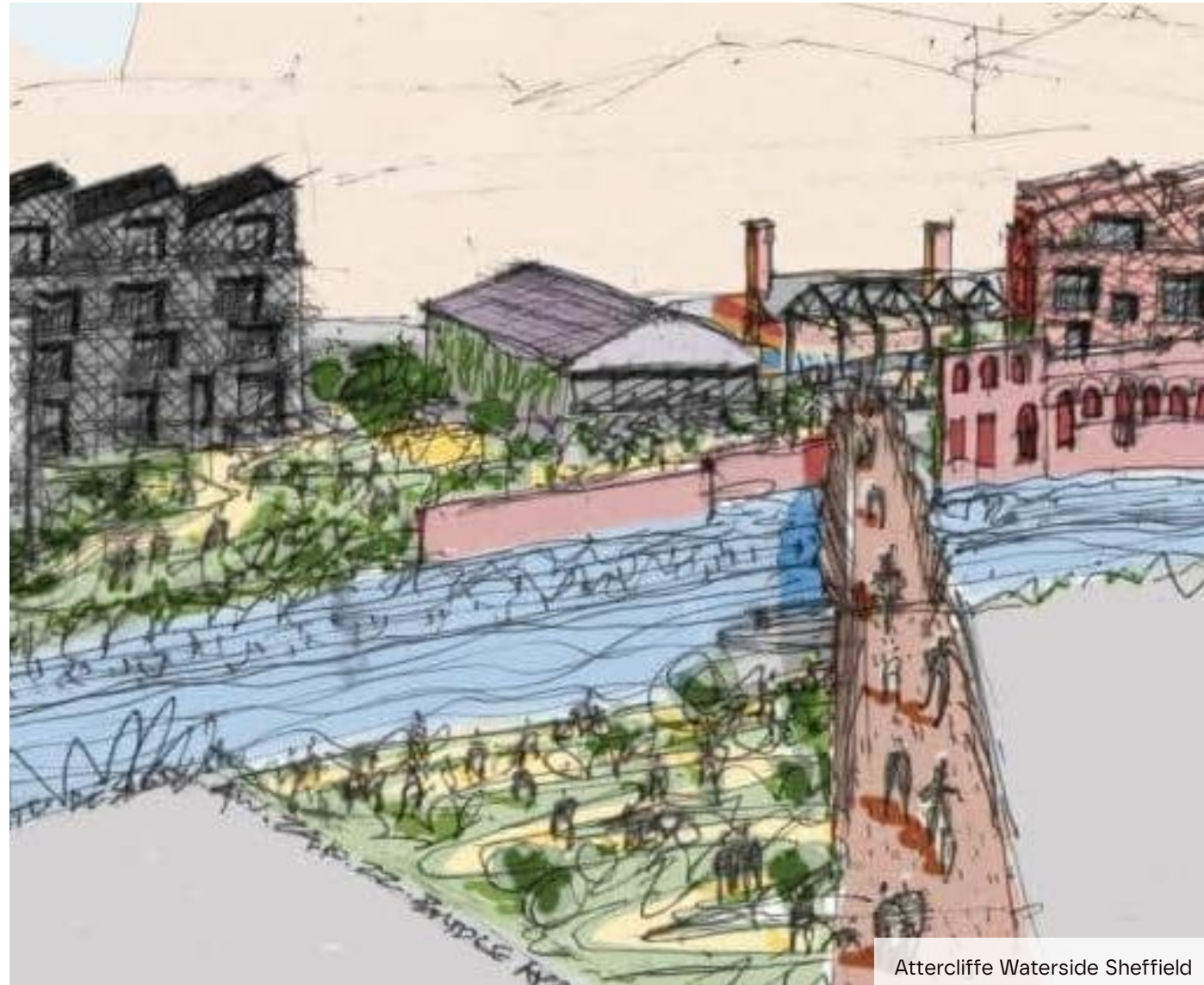


community and pride in their local area. In addition to the successful Local Growth Fund bid, there are developments within the Connecting Sheffield scheme (TCF) that benefit Attercliffe, including new segregated cycle routes along Attercliffe Road, with them continuing across junctions giving priority to cyclists. As well as this, there will be new bus lanes, and bus priority measures to improve reliability and journey times.

A key principle within this Regeneration Framework is getting people to live in the East End. There are already opportunities in the pipeline, with a proposed 950 homes at Attercliffe Waterside, starting to unlock the

value of Attercliffe's key canalside sites. The first phase, on the north side of the canal, will develop the heart of the district, transforming six existing buildings into a cultural centre, with bars, a bakery, music venue and art studios. A commercial public square with a series of courtyard areas lead to a footbridge over the canal for later phases.

Phase 1 is 362 homes, a mix of flats and houses. If planning is approved, work will begin on the leisure and commercial elements of the scheme in the autumn.



Attercliffe Waterside Sheffield



Attercliffe Waterside Sheffield

03.

Attercliffe Today

3.1 The Changing Face of Attercliffe

The development of Attercliffe over the years is critical to understanding how the area has evolved to date and what might influence its future.

The name Attercliffe derives from 'at the cliff' referring to the cliff down to the river bank to the north of the High St. In 1297, it was one of the largest villages in the area. In the C18th it became the meeting of two important turnpike roads from Rotherham and Worksop which were arranged around a triangular green known as Cocked Hat Piece.

Attercliffe has an important association with the steel industry. In 1740, Benjamin Huntsman moved to Sheffield and opened his first commercial crucible works on Worksop Road, radically increasing the amount and quality of steel that could be produced and leading to Sheffield's complete dominance of European steel production in the mid-C19th Century.

The growth of the steel industry changed the character of Attercliffe which became the centre of a vast urban area with steelworks lining the railway and polluted river and canal. Virtually no green space or trees survived this era, other than the church yards.



The Adelphi Picture Theatre



Attercliffe Road High Street

Historic Maps:



The late 19th and early 20th Centuries saw a dramatic increase in terraced housing to support the industry and the population of the valley reached 40,000. Churches, pubs, shops and businesses lined Attercliffe Road from the Wicker to Tinsley.

In the post war years workers from South Asia, Yemen and the Caribbean arrived to work in the steelworks and many made their first homes in Attercliffe.

The 1970's and 1980's was a period of decline in the steel industry and together with 'slum clearance' resulted in the shrinking of the population which by the end of the 1970s was negligible with many vacant and derelict sites and declining activity in Attercliffe.

However, the centre still retains special significance for both the long standing culturally diverse community reflected in the continued use of pubs, clubs, restaurants, shops and places of worship in Attercliffe. Many residents of Darnall continue to return to Attercliffe and retain strong attachments.

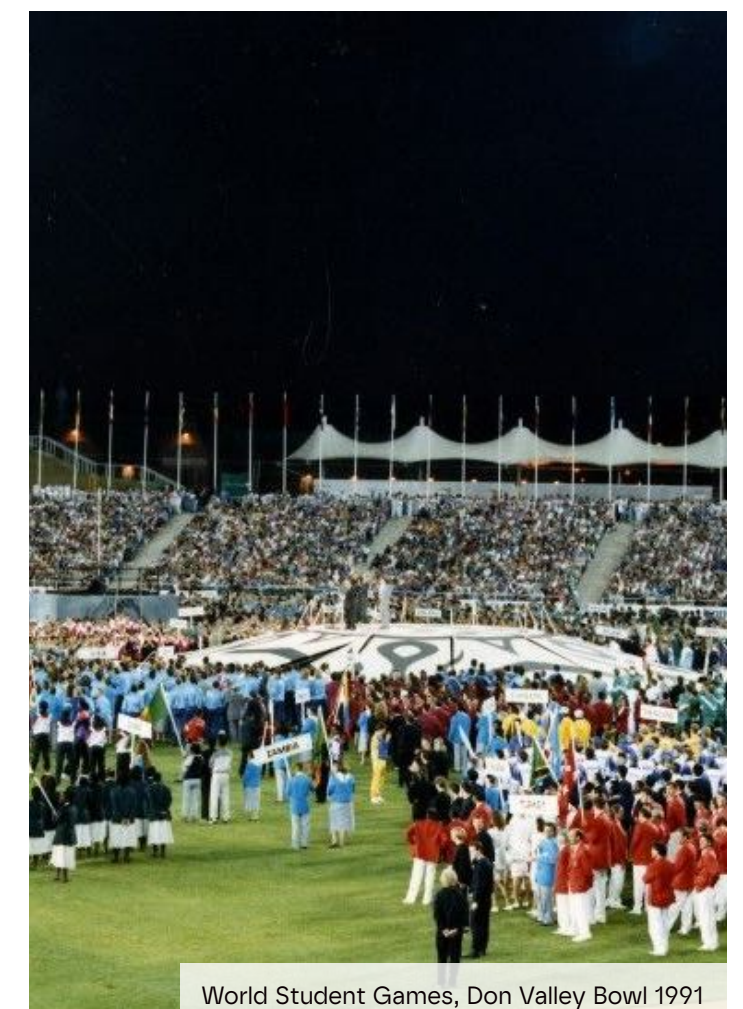
In the 1990's, a concerted public sector intervention aimed to bring green spaces back into Attercliffe and a masterplan was produced for employment areas set within large landscaped areas with the aim of attracting new, clean, technology-based companies.



Sheffield Technology Park was built on Shirland Lane, in landscaped setting and with direct access to the Supertram. This was followed by the Virgin Media centre which employs about 800 people in Attercliffe.

Don Valley Stadium and Sheffield Arena were built to host the World Student Games in 1991.

New facilities were then built adjacent to the East End Park – English Institute of Sports and IceSheffield - creating a cluster of major sports and leisure facilities on the edge of Attercliffe. In response to community demand sites were also allocated for new housing.



3.2 Heritage, Culture & Leisure

Heritage

The area's rich industrial heritage, centred around the manufacturing of steel, has played an important part in shaping the identity of Attercliffe and the legacy of this character can still be seen in the area today. The majority of the historic buildings within the area are a legacy of the area's successful past and a reflection of the importance of Attercliffe within Sheffield as a whole.

Attercliffe Road is home to the majority of the area's listed and most characterful buildings, including:

- The striking Adelphi former cinema and night club;
- The Samara Lounge Restaurant building on the corner of Attercliffe Road and Worksop Road with its fine façades and elaborate details in classic Boots Chemists house style;
- The Britannia Inn (which was formerly the home of Benjamin Huntsman, inventor of crucible steel) and three stone faced bank buildings.
- Other strong character buildings include the Banners former department store, now a lively retail and managed workspace.
- Two former Burton the tailors book-end the shopping street.

- A few Georgian and Victorian buildings survive including the Kings Head pub.
- The current Accelerate Running Shop
- The former Attercliffe Baths and the library now managed workspace.
- Spartan Works

The area around the Darnall Works site also has a significant heritage importance within the framework boundary. The site itself is the Former Sanderson's Darnall Steelworks and Don Valley Glassworks and includes 6 listed buildings and a scheduled ancient monument boundary.

The adjacent Darnall Canal Aqueduct is also Grade 2 listed and is currently subject to Historic England funding for a scheduled programme of improvements and repairs.



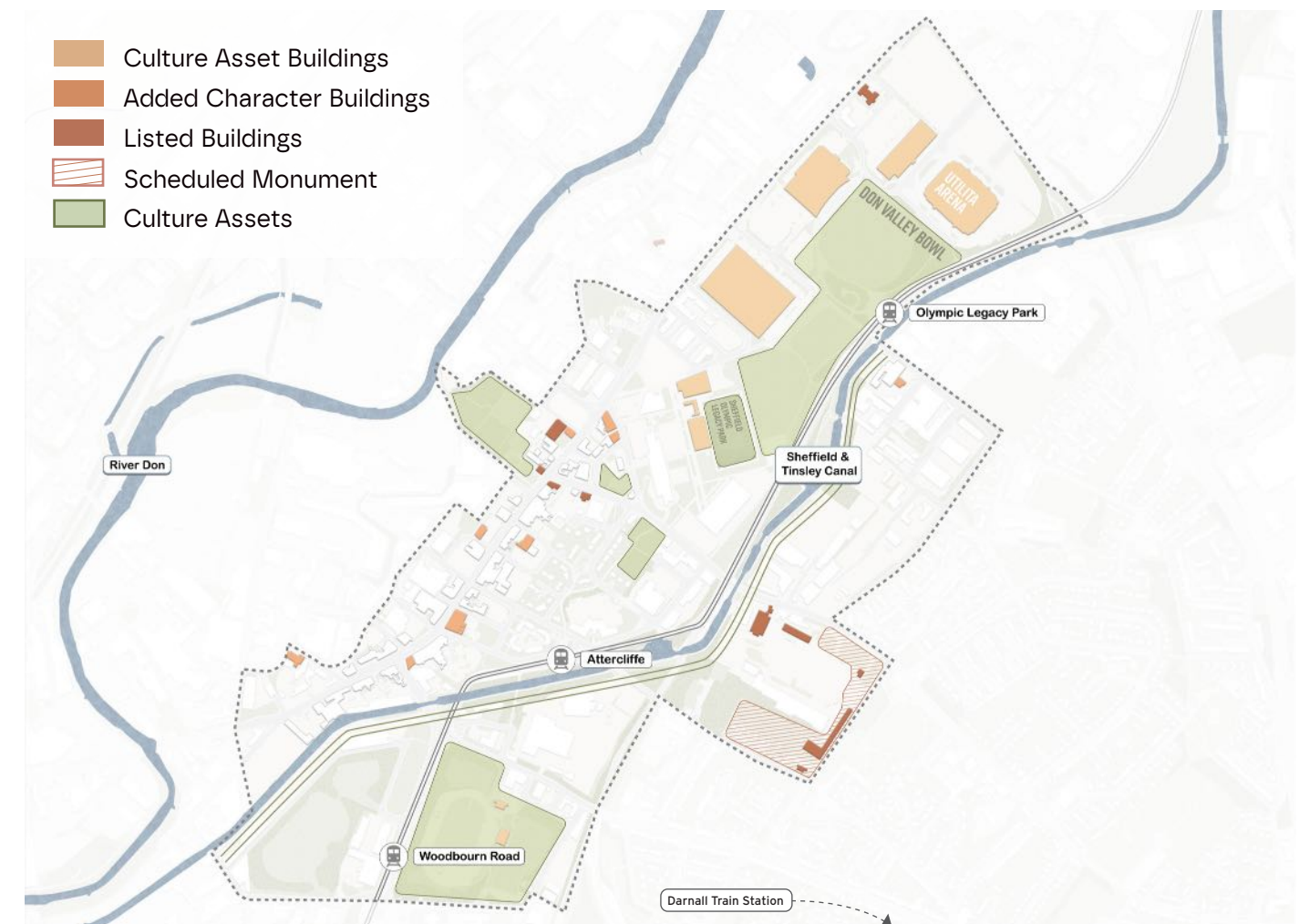
Former Burton Building



The Banners Former Department Store



Former Bank Building, Attercliffe Road



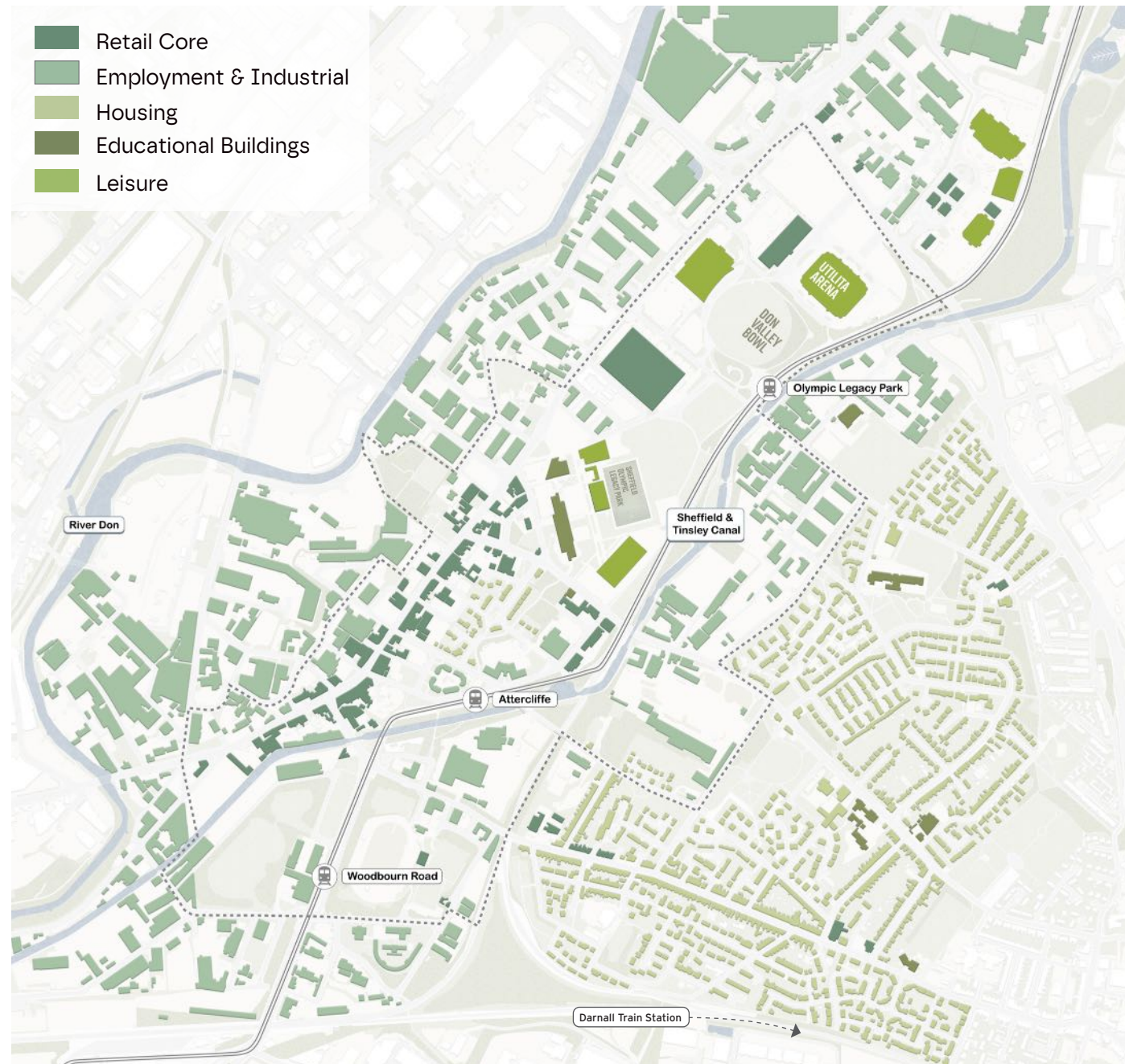
Olympic Legacy Park

Culture & Leisure

A more modern defining character and culture for the area, and the city as a whole, is the development of world class sporting facilities and embracing the city's location at the edge of the Peak District National Park. The Olympic Legacy Park and Woodbourn Road Stadium are an exemplar in this respect, where modern and exceptional facilities sit adjacent to the English Institute of Sport – and the facilities in indoor climbing, including a replica wall from the Tokyo Olympics, mean that Team GB base themselves there.

Proximity to leisure facilities is also a key asset for the area. The north of the framework boundary includes the Utilita Arena and IceSheffield. Just to the north of these is the established Valley Centertainment complex which includes easy access to cinema and other leisure facilities.

3.4 Land Use



Land Use

Attercliffe's land-use arrangement is fragmented without clear zonal layout. This results in an incoherent urban fabric containing land-use that is inappropriate at several key areas within the framework boundary. As a whole the Attercliffe area is no longer dominated by a single use as in the heydays of the steel industry. The main use

remains commercial and employment with areas of retail along the length of the high street and a small pocket of residential within the centre of the framework boundary.

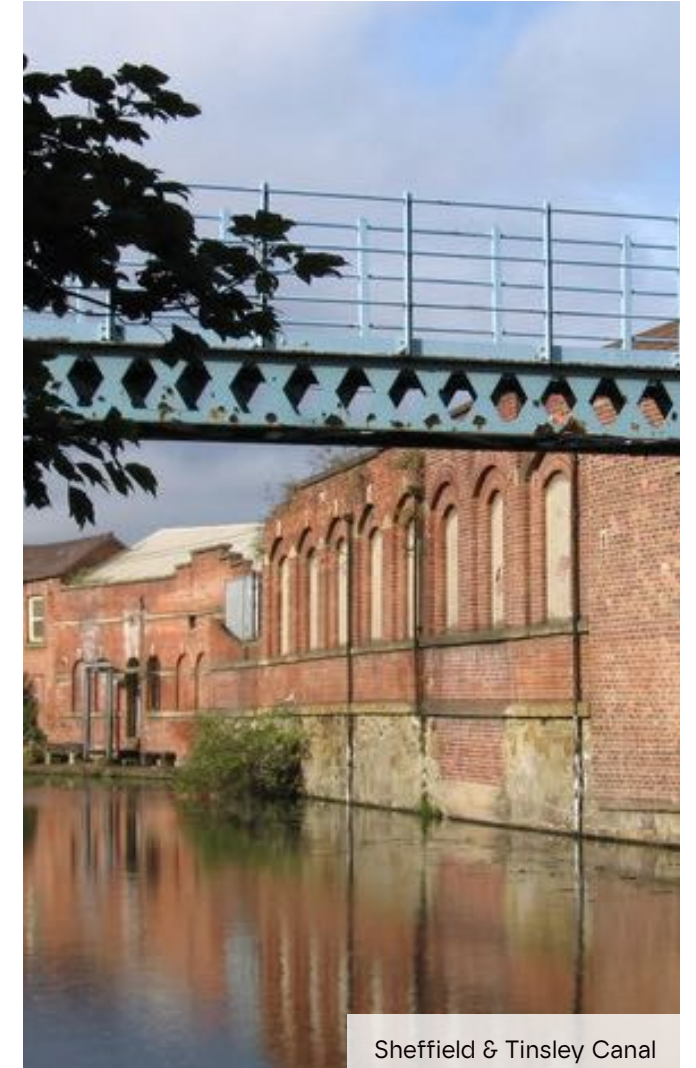
This incoherent urban fabric is specifically apparent at the connection from the Supertram to the high street. What should be a pleasant

and safe route, providing a sense of arrival, is hampered by the location of semi-industrial units that detract from the streetscape and provide no natural surveillance or active frontages.

The area to the north of Attercliffe Road sees a distinct change to larger unit industrial uses that continue until they intersect with the river to the north. The zone to the south, between Attercliffe Road and the canal, sees a disjointed mix of residential, employment and semi-industrial uses which again does not positively contribute to placemaking. The area adjacent to the southern boundary of the canal also paints a similar picture. The character is dominated by industrial and semi-industrial uses which provide a barrier to connectivity with the existing residential community in Darnall just outside the framework boundary.

Immediately to the north east of the framework boundary there is a significant collection of leisure facilities including iceSheffield, the Utilita Arena, Don Valley Bowl and Valley Centertainment. These uses can be accessed through the more recent Olympic Legacy Park development which houses several university facilities and the Oasis Academy.

Retail uses are concentrated along Attercliffe Road; these units include a Post Office and several small independent retailers, including a number of specialist shops that draw a wide catchment e.g. fell running, kitchen showroom, model railways. Many of the buildings along this 'high street' are grand in nature, reflecting its past importance, although most are now in varying states of repair and some of the units are currently vacant.

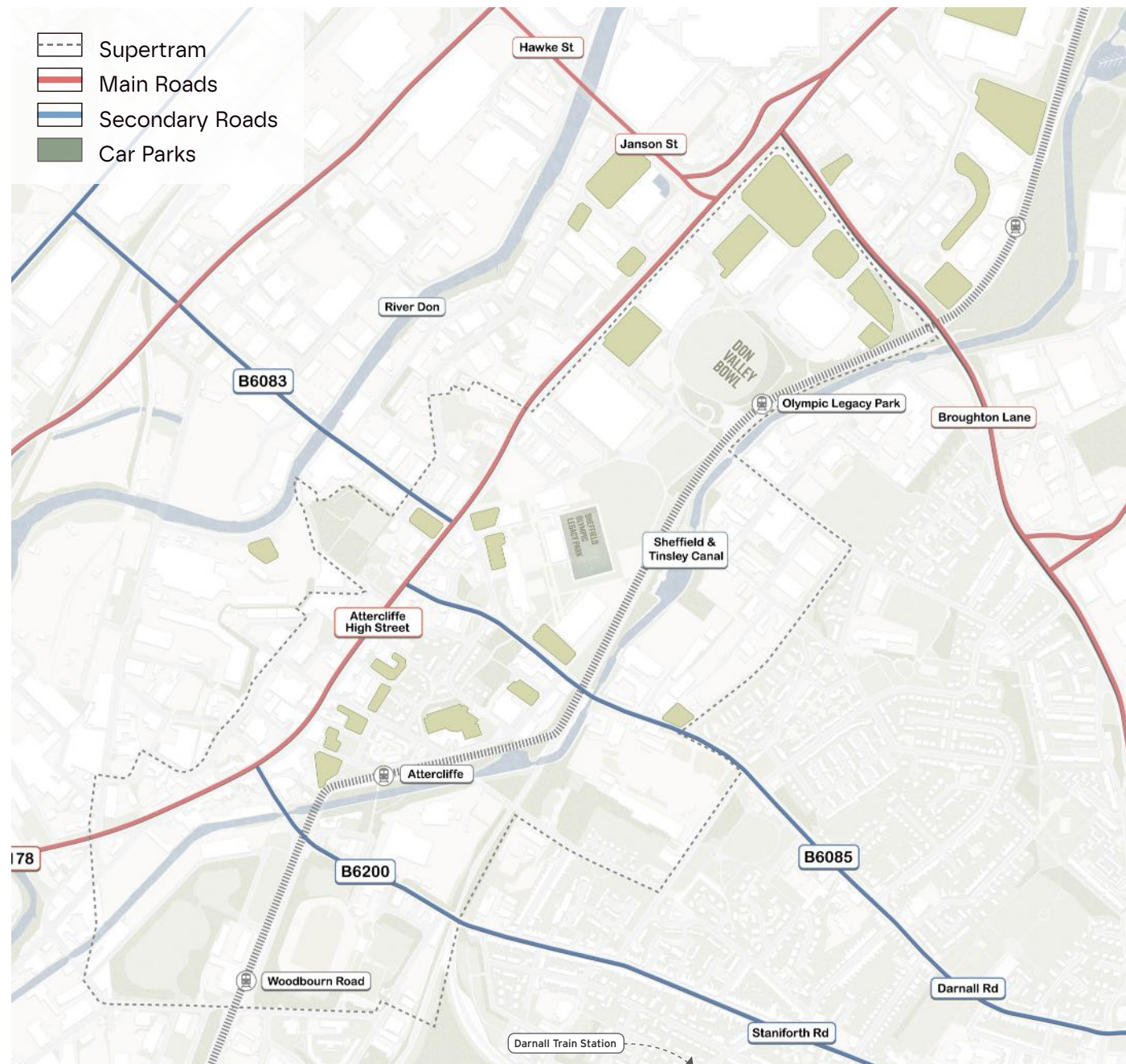


Sheffield & Tinsley Canal



Utilita Arena Sheffield

3.5 Connectivity & Movement



The transport infrastructure in the area is already well-equipped. The Supertram network runs right through the area offering brilliant wider connections.

Transport

The Supertram network runs right through the area, and there are excellent road links to the city centre and the M1 motorway. The East End is also the main thoroughfare for those travelling to and from the north via the M1 and represents a real opportunity for investment in this respect.

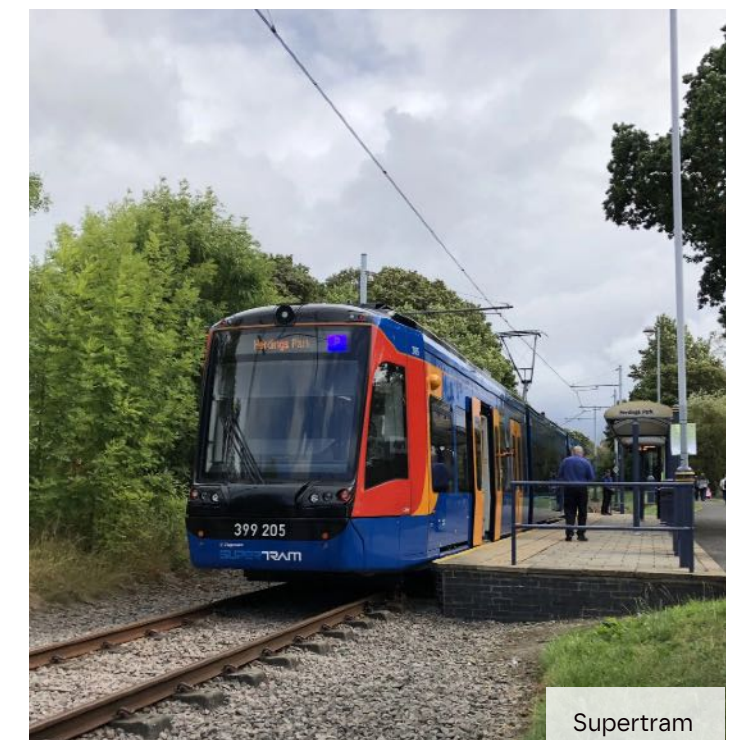
Despite the area's positive connectivity, the location and setting of the public transport connections offer poor sense of arrival with limited wayfinding or landmarks to easily orientate yourself and the dominance of motor vehicles in key areas detracts from the pedestrian experience. 'Attercliffe Road currently lacks a quality pedestrian environment with high levels of traffic using the route creating a hostile, noisy environment. Outside of working hours much of the area is perceived by some to be unsafe or insecure due to a lack of footfall.

A significant amount of traffic currently uses Attercliffe Road during daytime hours, particularly during peak hours. Most junctions operate within capacity but will be sensitive to any significant changes to the road layout or traffic generated by proposals. Therefore proposals will need to give due consideration to the impact on the capacity of the road network.

As Attercliffe has a number of industrial uses both in and around the area, there is a clear need to maintain HGV access to businesses particularly north of Attercliffe Rd. Ensuring these legitimate access requirements are accommodated will be paramount alongside any proposals to encourage HGV through traffic to use the A6109 rather than Attercliffe Road.

The area has a mixture of public, private and informal parking, both on and off street spread across the area. Each of the car parks is utilised to varying degrees based on their location. The public car parks are scattered across the area with varying levels of quality and require assessment to determine what level of provision and location is most appropriate to service Attercliffe. Streets close to the tram stop are dominated by city centre commuters using the area as an informal free park and ride.

There is a network of cycle footpaths in close proximity to Attercliffe which are accessible to local residents and workers such as the Canal Corridor and Five Weirs Walk. The proposed TCF work along Attercliffe Road will improve cycle infrastructure within the area, but further work should be undertaken to connect these proposed improvements to existing cycle assets to maximise pedestrian/cycle travel and enjoyment.



Supertram

3.7 Opportunities & Constraints

'Attercliffe today presents a mixed experience, with areas of strong historic and architectural merit, recent high quality development, good public transport links, hidden blue infrastructure, and a local cultural scene; contrasted with a fragmented urban form, limited housing offer, a dominance of highways infrastructure, and a poor quality pedestrian environment impermeable to users.

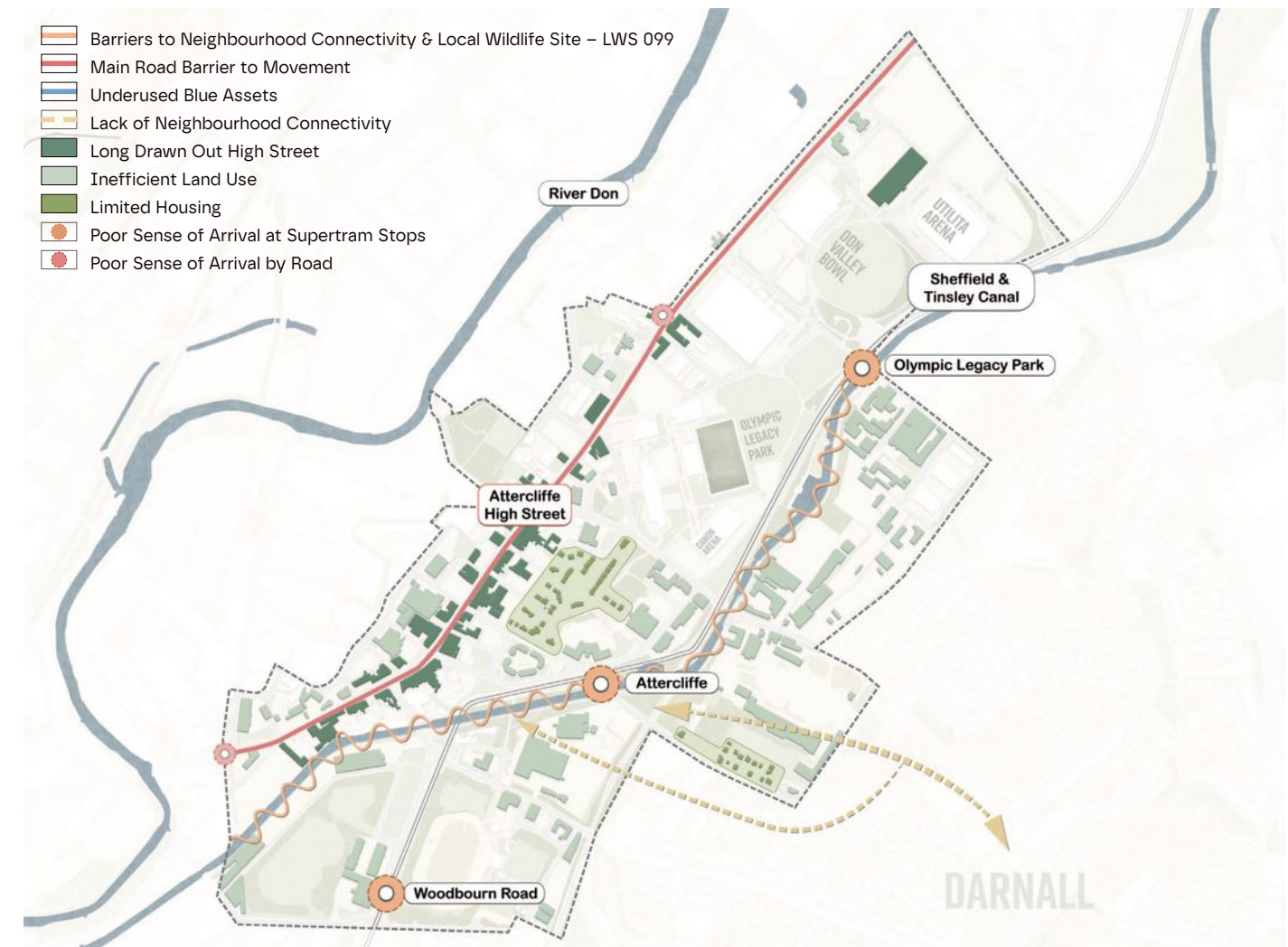
With that being said, the opportunities for Attercliffe are massive and the study has the benefit of building upon the recent regeneration in the area and the proposed development at Attercliffe Waterside. This legacy of regeneration and exciting new projects, naturally provides a focus area for our proposed future regeneration to help connect areas to the north and south of the framework boundary, link with the existing community in Darnall and create a new community within Attercliffe. This area, combined with interventions and proposals for Attercliffe Road will form the basis for this Regeneration Framework.

The key challenges that must be overcome within the regeneration framework & impact on it's success are highlighted alongside & include:



Attercliffe Road

Constraints



Barriers to Neighbourhood Connectivity & Pedestrian Movement

When considering how to rejuvenate a community within Attercliffe, connections to existing neighbourhoods and facilities are key. At present the pedestrian/cycle connections with the neighbouring communities are poor. To the south of the framework boundary, both the canal and rail/tram lines limit connectivity to Darnall. There are limited crossing points and they are of poor quality and when combined with adjacent industrial uses, they do not provide attractive pedestrian routes. The through-route of Attercliffe Road is working against the area with no obvious places for people to dwell and heavy goods vehicles creating a noisy, dirty environment deterring shoppers.



Sheffield & Tinsley Canal

Poor Quality Landuse:

Attercliffe is an important employment area within Sheffield and this must be considered when proposing interventions within the SRF. However, the historic urban grain has been eroded, particularly to the south of Attercliffe Road, being detrimental to the potential regeneration of the area. Historic industrial uses have given way to smaller, poorer quality employment areas with uses incompatible with residential neighbourhoods. The existing industrial uses to the north of Attercliffe Road should be supported within any proposed changes, and further development of high-quality employment opportunities should also be supported (secondary to developments within the OLP and AMID), but it is important to consider relocation of low-quality employment uses from areas proposed for significant residential growth and environmental improvement.

Limited Housing

This SRF is a residential- led strategy and, without the potential redevelopment of Attercliffe Waterside, the existing housing stock is not of sufficient quantity to sustain a vibrant community within the area. The existing housing is limited in choice which limits the range of residents who are attracted to live here.



Britmall Street



751 Attercliffe Road

Poor Sense of Arrival

Although the area is well-served by public transport, the sense of arrival into the area is poor. Around the Attercliffe Supertram stop, the public realm is dominated by parked vehicles and the rear of a dated business centre, with a general lack of wayfinding and signage to either the high street or other local attractions.



Sheffield & Tinsley Canal

Underused Blue Assets & Limited Green Spaces

There are currently few places to dwell and very limited green space within Attercliffe. Although the Olympic Legacy Park (OLP) has delivered a relatively large area of green infrastructure within its development, it is an underused public asset. Both the canal and river provide the largest potential for green and blue infrastructure within the area, but at present are under-appreciated and hidden away by adjacent industrial uses that turn their back on them as a constraint rather than something to embrace.

The canal and their embankments are designated as a Local Wildlife Site – LWS 099 Lower Don Valley: Sheffield & Tinsley Canal. All of these watercourse habitats should be appropriately 'buffered' within the masterplan. This usually means a naturalistic, undeveloped buffer zone from the bank edge which is a minimum of 8m.



Sheffield & Tinsley Canal

Historic negative perceptions persist

Relatively low rental costs along Attercliffe Road has led to a number of opportunistic uses. In more recent years these have been from the adult industry and although many of these uses have started to move from the area, several high profile shops and establishments still persist and perpetuate negative perceptions of the area.

Poor Quality Environment Along Key Pedestrian Routes & Gateways

There are a number of quality heritage assets within the framework boundary, particularly along Attercliffe Road. However, in many cases these assets are underutilised and poorly maintained. The general pedestrian realm in the majority of the framework boundary is also poor and lacking character. There is a risk that the area's industrial heritage impacts on future investment due to abnormal costs associated with the need to renovate and refurbish heritage assets. The north side of Attercliffe Road has many gaps and several poor-quality, single-storey infill buildings.

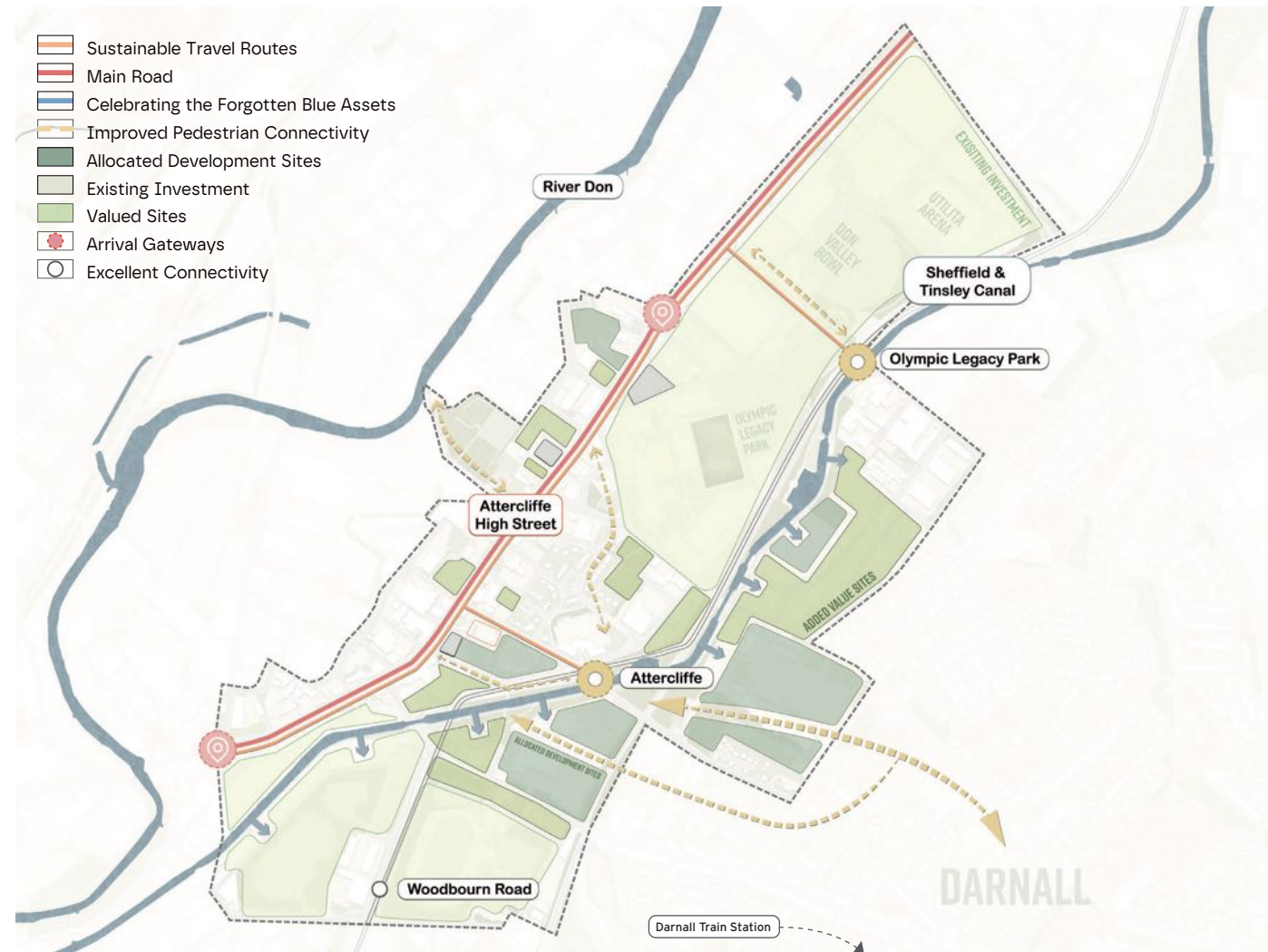
Failing High Street

The gradual sprawl of the retail offer on Attercliffe Road has created a retail area that is unsustainable. This has resulted in vacant units, the occasional introduction of inappropriate and undesirable uses and infill developments of poor environment quality such as scrap yards and vehicular storage areas. Without easy access from existing neighbouring residential areas or a rejuvenated residential population within Attercliffe, a traditional retail and leisure core will be unsustainable.

Difficulty of co-ordination of landowners and developers to act together to effect change

There are a significant number of individual landowners in key locations across the framework boundary, often with multiple ownerships effecting a single proposed intervention. Strong leadership will therefore be critical to support delivery, otherwise investment has the risk of being slow and incremental rather than transformational. The Council has significant ownership across the area and this must be harnessed to

Opportunities



The key Opportunities for the Regeneration Framework are highlighted on the plan above and include:

Scale of the Opportunity

The framework understands expanding a community in Attercliffe is key to the area's regeneration. Large development opportunities at key locations (several of which are in Council ownership) can provide a mix of residential properties that are appealing to all. 27ha of highly connected, brownfield land offers the potential to sustainably grow the residential population considerably which in turn will transform the vitality of the high street.



Excellent Connectivity

Attercliffe offers enviable transport connectivity with two Supertram stops within the framework boundary providing access to Sheffield City Centre and Meadowhall in under 10 minutes. Only a short cycle or drive away, rail stations provide national transportation opportunities, including regular links to London, Leeds and Manchester. The area also offers a strategic highway position with only a short drive to the M1 and the wider motorway network.

In addition to harnessing the potential of this regionally advantageous location, there are also opportunities to create stronger sustainable connections to existing residential neighbourhoods in Darnall.

Regeneration Momentum

This Regeneration Framework is fortunate to be able to build upon the recent significant investment in the area including the Olympic Legacy Park, Sheffield Arena, and the National Centre of Excellence for Food Engineering to name a few. Major proposals are also in the pipeline or being developed for a number of areas including LGF and TCF funding for improvements on Attercliffe Road including redevelopment of the Adelphi Theatre, Cycle and pedestrian infrastructure improvements and development of a new National Centre for Child Health Technology (NCCHT). The development proposals for Attercliffe Waterside will be a catalyst for housing regeneration within the area increasing demand for new residential development opportunities.

The Advanced Manufacturing Innovation District - an employment centre anchored by Boeing, Rolls Royce and McLaren, as well as research centres for the two universities sits just outside the framework boundary. This employment opportunity on Attercliffe's doorstep provides further access to skilled and well paid jobs complimenting the new proposed residential offer.



Celebrating the Forgotten Blue Assets

Redevelopment within the area offers significant scope to harness the canal and its setting, supporting new development which enhances it rather than turns its back to it. Redevelopment of areas adjacent to the canal will enhance the existing blue and green corridor as a leisure, sustainable travel and biodiversity asset for the area supporting healthy living and wellbeing.

Celebrating the Area's Heritage & Culture:

There is a range of existing heritage assets including several listed buildings which can be harnessed to support the architectural character and distinctiveness of the area.

Public Sector Ownership & Partnership Working

Attercliffe is a priority development area for a number of key partners including the Council, Homes England and the DLUHC, which can be clearly demonstrated by recent government funding and interventions. The significant public sector land ownership in the area can be used to leverage private sector investment if required.



04. Vision & Objectives

4.1 The Vision

The creation of a clear vision will help communicate the values and ideas which will drive the future development of the area. It will also continue to inform the development of aims and objectives for the area which respond to current and anticipated needs.

The vision for Attercliffe is mapped out to provide a future path for growth and regeneration. Six key principles are set out over the following pages, designed to guide new development, strengthen Attercliffe's USP and deliver this vision.

These principles set out a vision that will help ensure Attercliffe becomes a positive gateway for Sheffield, building on the area's industrial heritage and waterside setting to attract new residents to the area, as well as celebrate existing communities, helping to create a vibrant and attractive high street.

Attercliffe has the opportunity to become Sheffield's newest, sustainable, well connected and attractive lifelong neighbourhood, set amongst the area's industrial heritage and waterside location. It is proposed that the area could accommodate up to 3000 new homes with the ingredients to shape a residential offer that makes Attercliffe one of the most exciting places to live, work and play within Sheffield.



Attercliffe will become Sheffield's newest, affordable and sustainable lifelong urban neighbourhood that celebrates the area's industrial past and rediscovers its forgotten canal side setting.

Attercliffe will be defined by offering housing choice and the best quality residential, workspace and leisure environments which put local people and communities first.

Attercliffe will be a neighbourhood that promotes all aspects of active travel. Residents and businesses will have the enviable access to public transport and be amongst the best connected in Sheffield.

Who is it for?



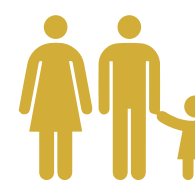
Local People: A place for those who already call the neighbouring areas home but want to live in a new, aspirational district which promotes a healthier lifestyle, vibrant retail and leisure and strong sustainable transport



Retired and Older People: The scale of development possibilities allows sites to actively consider accommodation for elderly people in a location close to shops, leisure, amenity space and high quality public transport



Young Professionals: For aspirational city dwellers wanting more for their money than in the City Centre or those looking to move on from the City Centre and set up a permanent home in an area



Families: Younger families who want to live in a vibrant area, with great amenity spaces and leisure facilities on their doorstep.

4.2 Development Principles



Celebrating The Heritage & Culture

Attercliffe has a strong and vibrant heritage that has sadly been eroded over time. The strategic framework supports the development of new communities housed in buildings that are designed to celebrate the area's industrial heritage. Underutilised listed, locally listed and non designated heritage assets will be reinvigorated through investment in their fabric to attract occupiers and enhance their settings for new users. The established high quality sporting culture in the area will be celebrated and developed within the framework.



Create Safe Streets, Spaces & Convenient Movement

The development will create streets that will be active, well lit and places for people to use in either a recreational or functional manner.

Vehicular transport will be considered within the design, yet it will not dominate the streetscape allowing walking, cycling and public transport to be the modes of choice by creating clear easy to navigate routes to and from key hubs or amenities.

Redevelopment will create a network of new, high quality public green spaces throughout Attercliffe.



Respond To Landscape & Setting

Developments will respond to the unique setting helping to reconnect the area with its historic canalside setting. Subtle shifts in scale and massing along with generous green spaces will help to define the area, giving it a bold but responsive urban form. Key locations will be highlighted through increases in built scale and intensity, aiding legibility along the canal and throughout the area whilst providing iconic, landmarks form the surrounding neighbourhood.



Rejuvenating & Growing the Attercliffe Community

Putting people at the heart of transformation, Attercliffe will provide new high-quality homes for all. A wide range of homes and tenures will be delivered which will attract a wide range of residents from young professionals to established families and retired residents. A mix of houses and medium rise apartments will be delivered.

Supported by first-class public services and excellent transport links, the proposals will build diverse, healthy, sustainable communities within the area.



Enhance and Capitalises on Sustainable Connectivity

The framework seeks to make the most of Attercliffe's proximity and connectivity to Sheffield. The proposals provide wider access to more sustainable and healthy ways to travel, and create a safer area. It strives to improve connectivity between development sites and surrounding community assets, creating a walkable/cycle friendly area. The development will prioritise a the area's Supertram stops creating a welcoming arrival point into the area and also making it easier for new residents to commute to Sheffield.



Development For Healthy & Sustainable Future

Building design will put people first, through their relationship with streets and amenity spaces. Sustainability and innovation are two key guiding principles running through all elements of the Framework.

Neighbourhoods will be efficient, healthy and safe places to live and work, promoting buildings and urban environments that advocate conservation of energy and efficient use of resources.

Celebrating the Heritage & Culture



Attercliffe's heritage and local culture should be celebrated, creating a neighbourhood that is 'distinct' - ensuring that the character of the area is preserved and promoting a strong identity which compliments recent developments, but is faithful to the area's past.

Successful regeneration frameworks need to be more than spatial planning and urban design. Destination marketing, culture and events will be essential to placemaking and ensuring that Attercliffe builds upon its existing heritage and culture to stand out from neighbouring areas.

The framework provides opportunities to breathe new life into existing historic buildings and assets which are currently underused and under-appreciated, particularly along the high street. Any redevelopment works on these buildings must consider the opportunity of pop up or meanwhile uses. Enabling temporary re-use of vacant retail and commercial spaces along Attercliffe Road to provide affordable spaces for new creative and community uses to start up will reanimate the streetscene, whilst a permanent use is secured.

The framework provides opportunities to breathe new life into existing historic buildings and assets which are currently under-utilised.

Proposed architecture within Attercliffe must stand on its own while also being contextually appropriate, especially when considering that several of the proposed development sites are adjacent to listed buildings, scheduled ancient monuments and character buildings from Attercliffe's industrial past.

The proposed material palette should mostly include red brick, stone, and slate to match the area's traditional style. However, since the OLP and Attercliffe Waterside use more modern materials, a balanced approach is needed. Instead of copying the local style exactly, the focus should be on complementing the area's mix of residential and industrial buildings with both modern and traditional materials.

The framework leverages the area's renewed focus on sports development. Regeneration in the area can use sport as a guiding principle of healthy developments, embedding physical activity within the generous green infrastructure and amenity spaces suggested within our proposals. Provision of new, aspirational housing within the area supports the continued development of Attercliffe as an exemplar of world class sporting facilities.



Humber Street, Hull



Canal Street, Manchester



Kelham Island, Sheffield



Leeds Dock

Respond to Landscape & Setting

The canal and river are both defining but relatively forgotten features in Attercliffe.

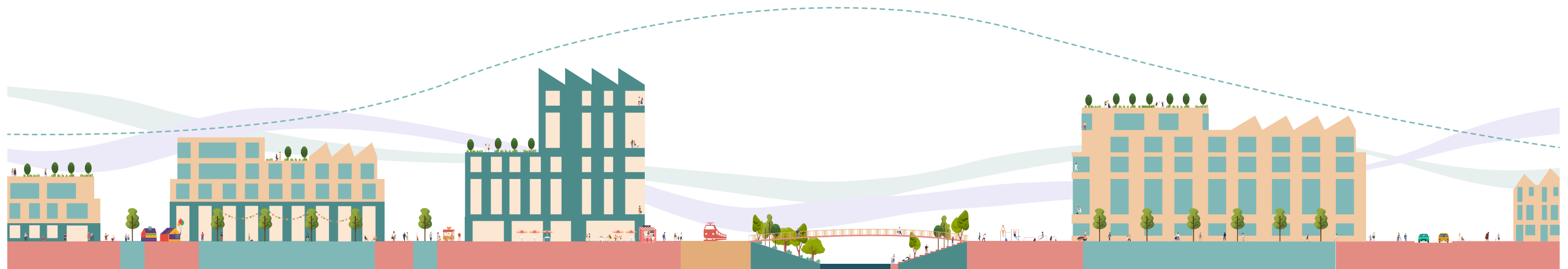
The canal, sits below current ground level and is heavily screened by overgrown vegetation and large industrial uses along its perimeter, most of which back onto it creating an intimidating and foreboding environment. Very few spaces interact with the canal and there are few crossing points, all of which are poorly celebrated and signposted.

The regeneration of Attercliffe could be an exemplar of green infrastructure design. The framework proposes celebrating both the canal and river as assets for Attercliffe. Re-development of significant land parcels along the length of the canal will create new green and urban environments that embrace their setting and accommodate a blend of uses to bring people and life to the canal.

These new spaces create active uses immediately along the canal side, incorporating new pedestrian and cycle links, creating new and vibrant destinations that contribute to the revitalised residential and working community. These spaces will provide a sustainable public access to the canal giving people

the opportunity to enjoy this valuable natural asset.

The high street along Attercliffe Road, with its many well-appointed buildings, is also a key setting for regeneration. Although the proposed regeneration along the high street is limited in comparison to the canal side area, the high street remains a key priority in the hierarchy of character areas within the Framework. This can be noted within the design response for the land to the north of Attercliffe Supertram Stop. The scheme is designed to create pedestrian priority that focuses on the link between the high street and the Canal/Supertram stop. The scale and massing of buildings is also carefully considered as re-development approaches the high street, ensuring that proposed buildings are similar in scale and do not detract from existing heritage or character assets.



Enhance & Capitalise on Sustainable Connectivity

Attercliffe is enviably well-connected, with two Supertram stops within the framework boundary, providing easy access to Sheffield city centre in around 10



Both Supertram stops unfortunately have a poor sense of arrival and wayfinding. The current arrival is dominated by parked cars from informal park and ride and a dated office building. There is no clear connection to the high street or surrounding areas. There are also no facilities to support onward sustainable travel choices such as cycle parking, park and ride facilities or bus information.

The framework proposes redevelopment of the area directly to the north of Attercliffe Supertram stop, using this station as a catalyst for development.



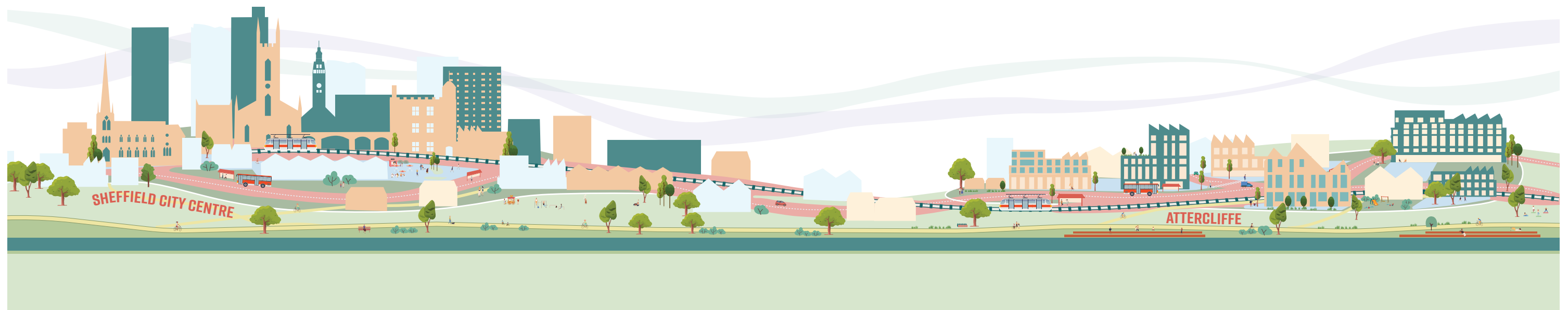
Grey to Green - Sheffield



The redevelopment will celebrate the area providing a new gateway into Attercliffe that is vibrant and exciting. The mixed use development will provide high quality public realm with active frontages that links directly to the high street and surrounding areas.

The redevelopment provides the opportunity to create a new high quality transport hub, combining new improved Supertram facilities, high quality car parking and park and ride facilities in a new multi-storey car park, high quality cycle facilities and clear pedestrian links to existing cycle and bus routes along Attercliffe Road.

The framework embraces the proposed TCF cycle improvements to the high street but also celebrates the improvement of the canal towpaths as an improved pedestrian and cycle network connecting Attercliffe to the city and Meadowhall on high quality, off road routes. Redevelopment of key sites to the south of the canal, within our framework boundary, will allow direct improvements to a large stretch of the canal, but further development must be considered to stretches that fall outside the framework boundary.



Create Safe Streets, Spaces & Convenient Movement



The ambition of the regeneration framework is to create a transport, movement & parking strategy that supports an existing & future switch towards more sustainable & active travel.

As Attercliffe has a number of industrial uses both in and around the area, there is a clear need to maintain HGV access to businesses particularly north of Attercliffe Rd, but at present vehicles dominate the area and much of the traffic using Attercliffe Road is through-traffic to access the city centre or M1.

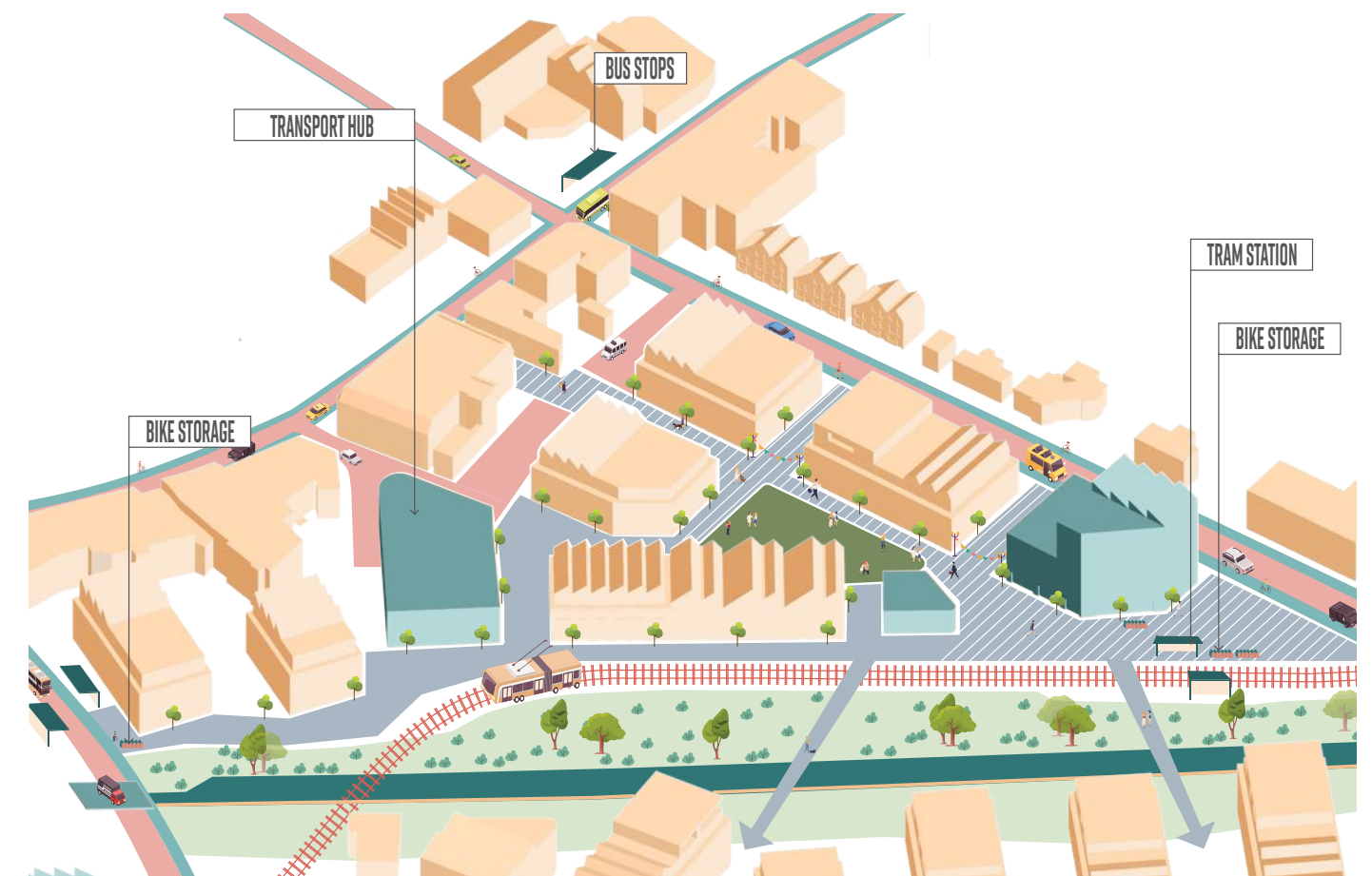
The dominance of Attercliffe Road limits the public realm, creating a significant pedestrian barrier within Attercliffe, and limits space for public realm and green infrastructure

Access roads to small parking areas and rears of properties carve much of the framework boundary into smaller pockets of development and create uncomfortable pedestrian environments. Whilst this is tolerable when the area has a more industrial character it is no longer appropriate if the potential of the area is to be realised as an improved residential community.

Towards the south, both the canal, both the canal and rail/tram lines are a barrier to pedestrian movement, particularly to residents within Darnall that wish to access the services on Attercliffe Road. There are limited crossing points over the canal and their setting and quality do not provide a feeling of security or safety, particularly in the evening. Shaping a new living and working environment in Attercliffe means we need a more balanced approach to vehicular and pedestrian movement and a new appropriate hierarchy of streets and spaces that are designed around the safety, comfort and enjoyment of pedestrians and cyclists.

Consolidation of smaller parcels of land to redevelop larger areas holistically allows for the complete re-consideration of vehicular and pedestrian movement in several key areas, allowing space to be reallocated to pedestrians and cyclists whilst still maintaining access for essential servicing and consolidated parking areas.

Re-development of land to the south of the canal provides the opportunity to incorporate new and improved pedestrian and cycle links to the neighbouring communities in Darnall and also the opportunity to introduce new, attractive canal crossing points at key locations.



Rejuvenating & Growing the Community in Attercliffe



‘Despite Attercliffe historically being home to over 20,000 people, presently the housing provision within our the framework area is very low, located mainly in one small housing development at Britnall Street. The vast majority of residents locally live within Darnall, which itself is poorly connected to the framework boundary and high street, severed by limited crossing points over the canal and rail lines and large scale industrial uses along the southern boundary of the canal.

Although these surrounding areas are attractive and the proposed Attercliffe Waterside development will grow the community, Attercliffe itself is currently not an aspirational housing area and provides limited housing choices.

The framework defines Attercliffe as a lifelong residential community and the scale of intervention across all sites will allow a wide range of homes and tenures to be delivered which will attract a wide range of residents from young professionals to established families and the elderly. Developments will provide residents with the opportunity to live in an accessible location, well connected to local jobs and the city centre. Redevelopment will enhance vitality and opportunities for the high street and neighbouring retail and leisure offer. The growing community will use shops, services and facilities, increasing footfall, spending and encouraging further regeneration.

Redevelopment at this scale must improve the quality and range of neighbourhood services and facilities for existing and new residents. The framework will consider the need for new and improved social infrastructure and suggest suitable locations that will benefit new and existing communities.

The development framework supports:

- Modern family homes - 2 and 3 storey homes with generous private amenity space located within streets where pedestrians dominate rather than cars.
- Where possible, sites will accommodate low rise apartments neighbouring modern family homes to support intergenerational living.
- Higher rise developments with landmark buildings will be located at key points within the area to aid legibility and create character for areas, particularly around the improved public transport hub.
- Affordable houses and apartments will be located close to high quality public transport connections and the improved amenities of the high street.
- New developments will be integrated with existing communities in Darnall, providing new amenities, services, public open space and active travel and pedestrian routes.
- All homes will support Sheffield's commitment to embracing sustainable design principles.
- Opportunities to provide extra care facilities or assisted living at suitable locations within the area will be explored.

The framework defines Attercliffe as a lifelong residential community which will attract a wide range of residents from young professionals to established families and the elderly.



New Islington, Manchester



Goldsmith Street, Norwich

Development for a Sustainable Future



Attercliffe is beginning to embrace the principles of sustainable design, as demonstrated by recent projects such as the OLP and the proposed developments at Attercliffe Waterside, both of which incorporate strong sustainability principles throughout their design. The majority of the area, though, is still constrained by historic and commercial land uses which fail to respond to today's sustainability challenges.

The regeneration framework for Attercliffe will promote buildings and urban environments that embrace sustainable technologies and building methods. The Council has declared a Climate Emergency and set a target for the city to be zero

carbon by 2030 and it is essential that future regeneration at Attercliffe follows a clear pathway to achieving net zero. The regeneration framework for Attercliffe promotes sustainable urban living influencing everyday aspects of life from the way people move around to how buildings and landscapes respond to the challenges of climate change.

Technologies and design choices that can help to respond to these challenges include solar power, biodegradable construction materials, smart neighbourhoods, SUDS, green roofs and zero energy building design.

The regeneration framework promotes a higher density of development than is traditional in Attercliffe and also encourages the re-development of large brownfield areas.

Density tends to encourage lifestyles that are less carbon-intensive. For example, journeys in urban environments – whether for work or for leisure – are often shorter, requiring less energy especially where transport infrastructure encourages active travel (e.g. walking or cycling). In 2018, the carbon footprint of an average urban resident was about four tonnes of carbon a year, compared to more than six tonnes for people living outside major urban areas.

Densifying does not necessarily mean building skyscrapers, rather, 'gentle' density has been suggested for Attercliffe, by constructing mid-rise buildings on brownfield land. Moreover, increased density within our proposed developments will make other targeted interventions, such as sustainable transport improvements, more impactful as a wider range of residents will be reached.



Granary Square, London



Altrincham, Manchester



05. Strategic Framework

5.0 The Masterplan Framework

The frameworks should guide regeneration efforts, future development and public realm improvements to create an attractive, vibrant, cohesive and sustainable environment.

‘The emphasis in all the framework plans is on establishing a connected and characterful place, with high value placed on Attercliffe’s heritage, culture and existing assets, with the creation of a network of high quality public spaces to complement them.

The strategic frameworks look beyond the framework boundary aiming to reconnect the area with its surroundings and heritage, while also considering the way that Attercliffe is accessed and approached.

The frameworks set out strategic, spatial and development principles for the following concepts:

- Land Use
- Movement and Transport
- Public Realm and Placemaking

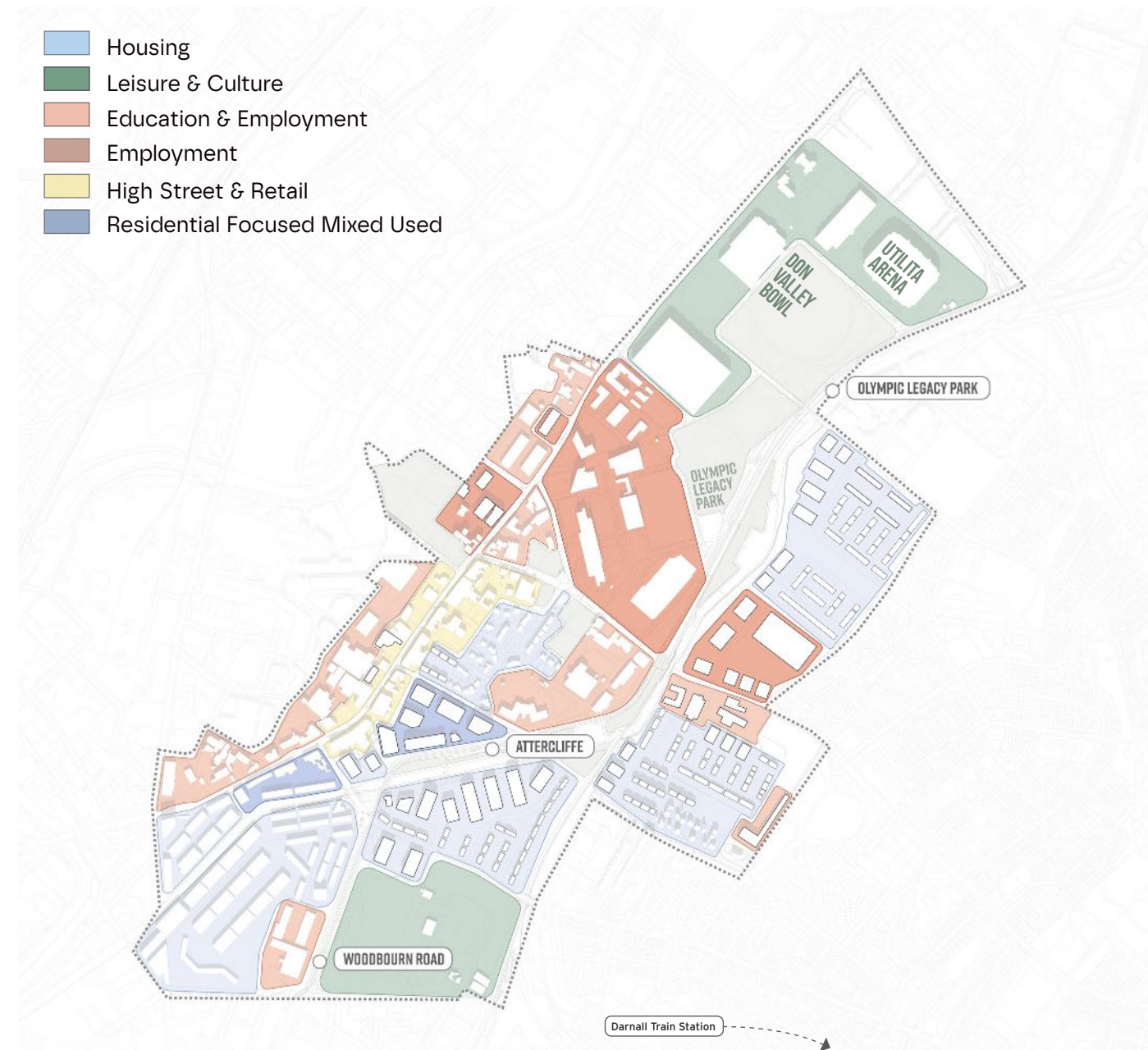
The Land Use framework describes the principles of regeneration, land use, development and improvement that should be met by projects within the area to ensure that the vision and objectives are realised.

The Movement and Transport framework focuses on improving pedestrian and cycle connectivity around the framework boundary. The study understands the importance of vehicular access, particularly for the employment uses to the north and this is still a focus, but a key aim is to prepare the area for a move away from excessive car use and towards healthier and more active modes of travel.

The Public Realm and Placemaking framework draws attention to the areas which can most benefit from improvements in order to enable the above and provide an attractive, inviting backdrop for economic and community life as well as promoting wellbeing through sociability. It aims to improve the experience of Attercliffe’s main arrival spaces, embrace the forgotten canal side and promote existing green infrastructure, linking them together into a network of high quality open spaces. Placemaking will aim to place Attercliffe’s history and cultural image at the centre of its future, including the surviving historic buildings and the canal. All these elements need to be celebrated and, where necessary, re-purposed to meet the needs of a modern urban neighbourhood.

5.1 Land Use Rationalisation

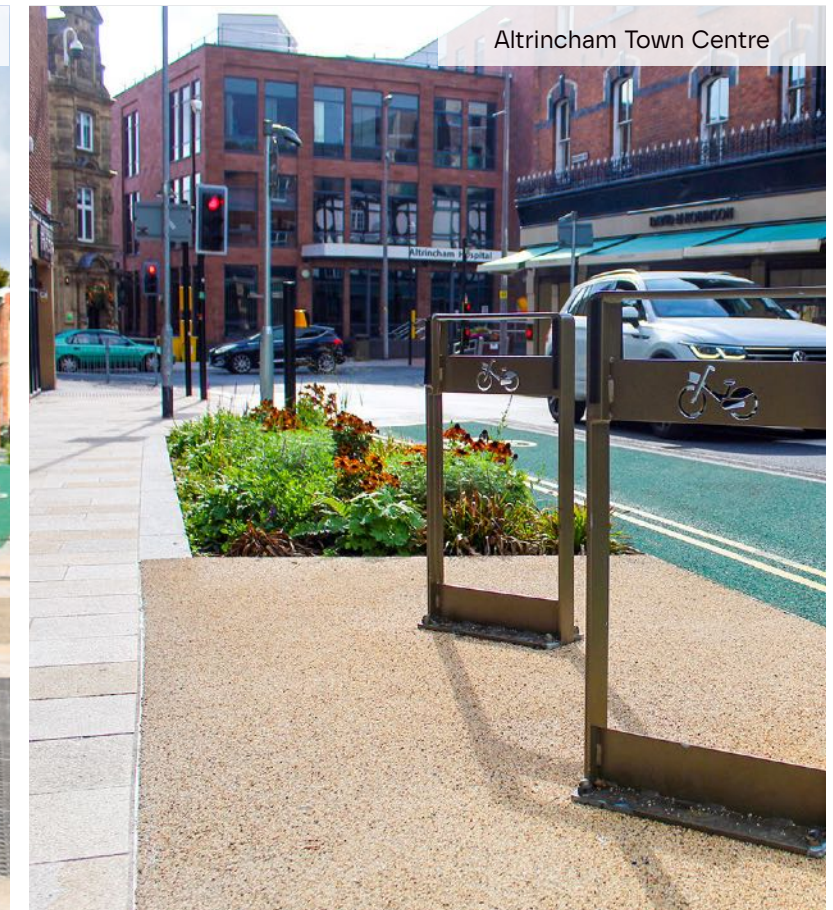
Land Use Framework Plan:



A Rejuvenated High Street:

A new residential community will not only create new vibrancy and activity but will also create a new demand for retail and services. Attercliffe Road is perfectly placed to regain its former dominance as a retail centre and support this need but at present, the high street is sprawling and lacks focus. The framework proposes a condensed, higher quality high street offer centralised around connections from Attercliffe Supertram stop. In general, the high street benefits from many

buildings of stature but the framework proposes the reconsideration of several plots that do not positively contribute to proposed activity on the high street. Firstly, there are several areas that provide an inactive frontage such as car parking areas and vehicle storage yards. Secondly, there are several poor quality, more modern buildings along the length of the high street. These infill sites are a result of previous abandoned highway regeneration proposals and many are located at key pedestrian nodes and movement routes.



The Scale of Change:

A regeneration of the scale proposed within this framework demands an urban response with, in some locations, a noticeable step up in scale from the existing residential suburbs. However a balanced approach to development density is proposed to ensure that the framework is providing a mix of properties and tenures for all.

Development around the proposed new Transport Hub and the southern side of the canal are proposed to be of higher density with a significant cluster of taller buildings to emphasise these features, maximise the positive impact of the setting and views, create landmarks and aid legibility. At the southern edge of the framework boundary and adjacent to historically sensitive assets along the high street there will be a gradual drop in scale to manage the transition from proposed development to existing. Along the southern boundary of the framework boundary, this will support the transition from apartment driven environment to one defined predominately by houses.

Community First:

Attercliffe will be repopulated and once again become an authentic neighbourhood centre. To successfully re-imagine this area, this community will need to be of a significant scale. A large scale residential population will create demand for new services, retail and leisure within the framework boundary.

This regeneration framework is a residential led strategy which defines the potential to accommodate upwards of 3000 new homes in response to the local, regional and national requirements for new homes being delivered including affordable homes.

In order to achieve this identified vision and objective, it is important to consider how the area could accommodate a large increase in residential community. The existing employment area to the north of the high street will be retained within the framework proposals, but much of the mixed employment uses to the south of the high street and the larger semi-industrial uses to the south of the canal are proposed to be replaced by residential led developments.

These new sustainable communities will be integrated with existing neighbourhoods to provide increased residential densities, additional community services and amenities, and quality infill development. Housing choice will be extended through the provision of a diverse range of housing types, sizes and levels of affordability.

New residential developments will help to better connect established residential areas in Darnall to the amenities provided within the framework boundary. Additionally, this should contribute to reducing levels of social exclusion in adjacent areas and help meet the needs of future communities.

Redevelopment at this scale must improve the quality and range of neighbourhood services and facilities for existing and new residents. New proposed services will be centrally located and accessible to all.

The framework proposes a significant quantity of new residential developments. Increasing the number of urban dwellings will help increase footfall within high street, help replace some of the less desirable land uses and reduce the reliance of the car.



Social Infrastructure:

Given the proposed scale of transformation within the area, new social infrastructure will be required. However, the starting point will be to increase the usage of and access to existing social infrastructure, and to increase the sustainability of existing services and amenities. This might include the expansion of existing facilities such as schools or medical facilities or the regeneration of existing green assets such as the canal corridor. Eventually, when new social infrastructure is required it should be located in the most accessible locations that benefit both new residents and existing communities.



Case Study:

Norwich Council's Goldsmith Street is a Passivhaus certified socially rented housing scheme.

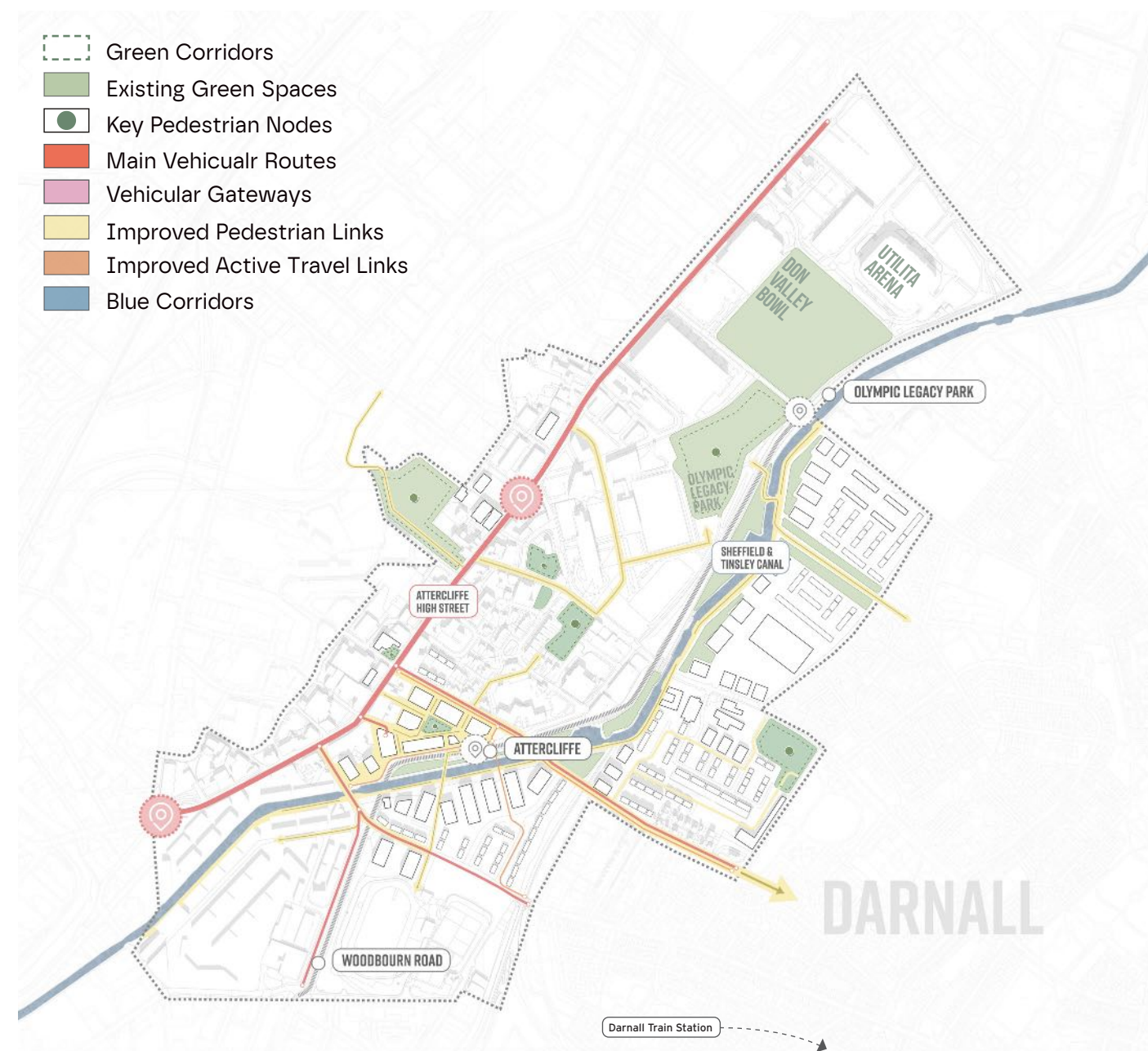
The layout of terraces create attractive pedestrian friendly streets and provide generous windows throughout. Every home has car-free access to play.

A key aspect of the vision was to create a space of communities coming together and increasing biodiversity. A planted alley runs between the backs of the terraced houses, dotted with communal tables and benches.



5.2 Movement & Connectivity

Movement & Connectivity Framework Plan:



The framework aims for the most efficient movement of people and vehicles around Attercliffe and its neighbouring communities, whilst maintaining a clean and accessible environment. The mixed-use nature of the proposals will keep demand for external trips to a minimum.

The framework recognises that overcoming physical barriers and creating much needed new pedestrian routes throughout the framework boundary are key to reconnecting the area with neighbouring residential

communities, recent developments, the high street and proposed development areas.

Building on the existing, quality transport infrastructure is key to making Attercliffe work for the new and existing community with a focus on maximising the quality of non-vehicular connections in particular.

The impending cultural shift away from the motorcar as the primary means of transport, particularly when making short journeys, provides an opportunity to review the performance and

design of the roads around Attercliffe. A reduction in traffic speed and flow throughout the area will ultimately deliver a more pedestrian and cycle friendly environment. It is this that will help define a new character as a safe and sustainable residential neighbourhood.

The framework recognises the strategic employment position of Attercliffe and does not propose to reduce access to these employment uses to the north of Attercliffe Road. Rather, a series of interventions seek to discourage current traffic passing through the area onto more appropriate routes, while reducing the amount of cars making short journeys by creating more opportunities for walking and cycling.

Attercliffe contains fantastic public transport access but this must be further integrated into the high street and community and station facilities improved to create gateways into the area. 'The links between the Supertram stations, the high street and existing residential communities need to be improved through better quality public realm, an improved built environment, reduced conflict between pedestrians and vehicles, improved connections over the canal, and improved wayfinding.



Walthamstow, East London

Streets not roads:

Space is a finite resource and at present too much of this within Attercliffe is used poorly in the form of roads, surface level parking and associated infrastructure. Considering the space currently allocated to roads does not necessarily mean reducing vehicle use, re-configuring access routes could reduce the impact of vehicles.

This will be achieved by reducing the dominance of vehicles within the area by creating an appropriate hierarchy of streets and spaces that are designed around the safety, comfort and enjoyment of pedestrians and cyclists. Creating high-quality public realm in the first instance, whilst considering how wider traffic can be relocated for quicker, more efficient, journeys that continue to support important wider regional connectivity and access to employment and leisure uses.





Battersea Power Station, London

Pedestrian and Cyclist Priority:

New routes and strengthened existing routes will improve pedestrian and cyclist access, enjoyment, road safety and personal security (actual and perceived safety).

This work will include reducing traffic in key locations, redesigning junctions to improve pedestrian and cyclist safety, improving existing and introducing new pedestrian and cyclist crossings and routes so local people can have greater access to the area by foot and by cycle.

A key proposal is the development of new and improved walking / cycle routes along the canal towpath. The canal is currently a significant barrier to pedestrian and cyclist movement from communities in Darnall to the Supertram stops and the high street. Proposed re-development of land to the south of the canal will not only allow for the introduction of new high quality pedestrian routes throughout the sites, but also provides the opportunity for these routes to be combined with new pedestrian and cycle routes across and along the length of the canal that are better integrated with newly improved tram facilities and pedestrian routes to the high street.



Car Parking, Sheffield City Centre

Rationalised Car Parking:

Adequate car parking is essential within Attercliffe both for the retail offer and for the proposed residential community, but at present, car parking is fragmented across the framework boundary and in several circumstances provides inactive frontages to the high street or is a barrier to pedestrian movement throughout the area.

The framework includes the rationalisation of current surface car parking provision to create centralised multi storey provision within the proposed transport hub. This proposal will improve park and ride provision for those using the tram, provide high quality parking for those accessing the high street and also provide resident parking for some of the newly proposed residential units. Existing car parks could be re-developed to remove inactive frontages within key areas of the framework such as along the high street.

Case Study:

Waterbeach New Town East to the north of Cambridge, the design challenges dominance of the car and promotes a holistic vision of health and wellbeing.

Placing the relocated railway station at the heart of the development, within easy walking distance for most households, is key to providing more people with a realistic choice to commute by train.

Within the New Town, a future bus network will put 90% of homes within five minutes' walk of a bus stop, and placed schools, shops and other vital amenities in locations easily reached on foot or by bike.

There are walkable streets and cycle access has been prioritised throughout. Secure car parking will sit on the corners of high-density neighbourhoods, which means people will be as close to a bus stop as their car – an innovative engineering solution to a perennial suburban problem.



5.3 Public Realm & Placemaking

Public Realm & Placemaking Framework Plan:



The health, social, environmental and economic benefits of high quality public realm and green spaces cannot be overstated. More so now than ever, it is understood that access to nature and open space positively affect people's health and wellbeing, bringing towns and spaces to life as well as creating more resilient and sustainable urban areas.

A landscape led approach to re-development is key to the future success of Attercliffe. This is also a key foundation for developing healthy and sustainable communities as well

as reconnecting the area with its neighbouring communities and assets.

The framework proposals will provide a high quality public realm at all scales: from small captivating open spaces to wider green networks; from neighbourhood streets to multi-purpose boulevards.

Green and Blue Infrastructure:

At present, there is limited green infrastructure within the framework boundary and it is fragmented with no clear connections. A key focus of the framework is the rehabilitation of the canal to capitalise on the existing green/ blue asset, provide a connection for existing green spaces and ensure it is a key driver for regeneration of the area. Adjacent development proposals that embrace the canal will provide animation, surveillance, and life to large stretches; helping to re-enforce it as an improved leisure, recreation, and sustainable connectivity asset.

The scale of development within the framework boundary provides fantastic opportunity for new, high quality green infrastructure to be captured as part of the proposals. These areas of amenity space and biodiversity will form a wider network with the existing green spaces within neighbouring areas.

Kelham Island, Sheffield



Snig Hill, Sheffield



Public Realm:

Public spaces and public realm are often people's first encounter with the area. 'They are the 'front door' to visitors, businesses and residents. Ensuring the Framework designs deliver improvements, and maintain spaces to the highest standards possible, is essential to raise Attercliffe's profile locally and regionally.

The public realm will play a vital role within the regeneration of Attercliffe. Public realm will be integral in connecting the key assets, providing the setting for new leisure & café/restaurant developments, homes and existing heritage buildings within the area.

The public realm framework sets out areas for creation of new public realm and areas of enhancement. Driven by the movement framework and the aim of creating a pedestrian friendly neighbourhood it encompasses the key primary public spaces, arrival points and gateways, building on and contributing further to areas of existing quality public realm within the Olympic Legacy Park.

A series of key public realm projects will form structure and points of interest throughout the framework boundary. Key arrival gateways into Attercliffe will be created through enhanced built form and open spaces. These gateways are located either at the north and south of Attercliffe Road or at the Supertram Stops and reflect the general health and quality of the area. They are visible by all visitors arriving by any mode of transport and signal that the user is entering the revitalised neighbourhood. These gateways shape a visitor's first impressions of the area and should not be undervalued.

Leicester Square

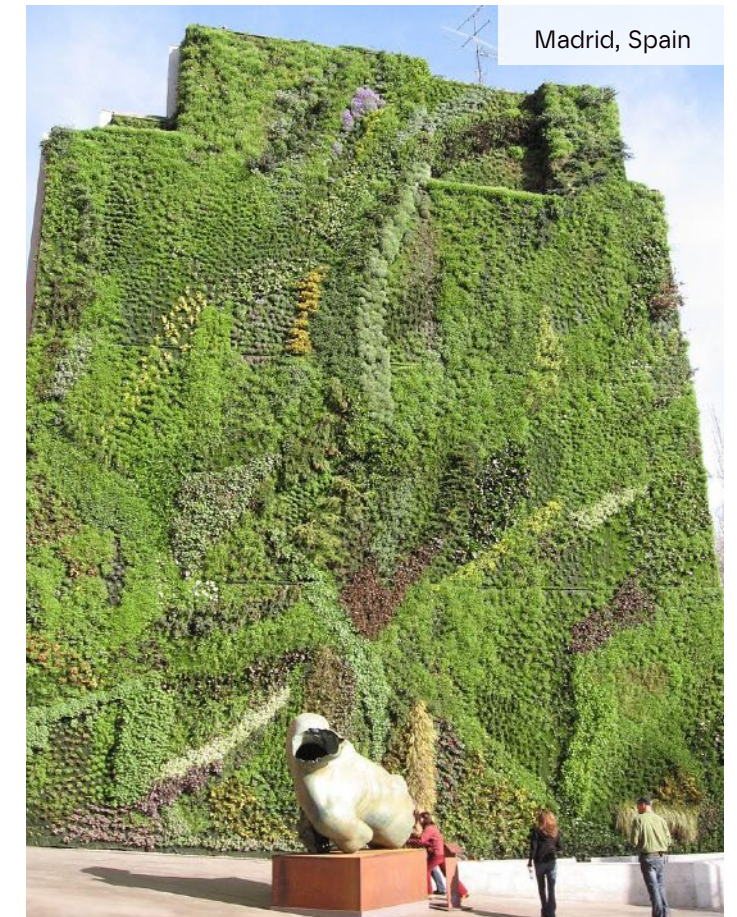




Welsh Streets, Liverpool



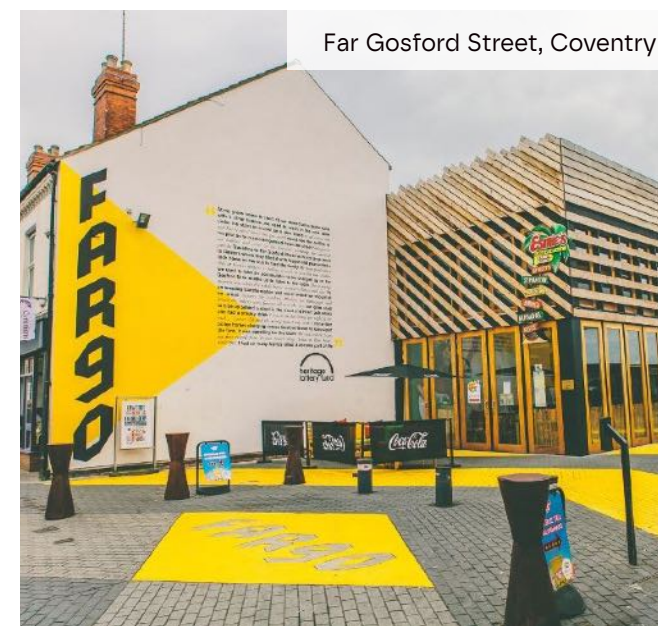
Phlegm, Sheffield



Madrid, Spain



Stevenson Square, Manchester



Far Gosford Street, Coventry



Smug Street, Glasgow

Public Art:

The provision of public art should celebrate a town's character and heritage and help develop a desirable sense of place. Public art projects also provide important opportunities to involve the local community groups and promote the town's artistic tradition. An intervention as simple as gable end graffiti, if done in the correct manner, can add vibrancy and excitement to a space.

Public art can take many different forms. It can be "stand alone" or integrated into wider landscaping or lighting schemes. Installations may also be developed as community artistic projects.

When art forms part of a wider scheme, it is essential that artistic elements are planned

and integrated as early as possible into the wider design. When considering public art, seek the advice and support of the Council's Arts and Cultural Projects team at the earliest opportunity.

Street Art and animation has the power to enliven the town and is a platform for longer term impetus. It is also cost effective and a great tool for community engagement. Key assets within Attercliffe can be linked together through the development of an art and culture trail, combined with physical signposting. This will become a key wayfinding principle to form strong connections to wider key areas such as the Supertram, Canal and high street and be used to support key pedestrian gateways into the area.

06. Illustrative Framework

6.0 Illustrative Framework

The masterplan proposes key areas of change to enhance and re-animate Attercliffe through appropriate interventions and re-development.

The development framework can be classified into distinct zones, highlighting the different proposed character and uses for each of the areas.

Whilst each area will be distinct, they will be linked together through common public realms, walking and cycling routes, architectural character and green infrastructure.

The development zones:

Support diversity in terms of the role they will play in accommodating a range of uses and housing tenures.

Are integrated through a network of paths, cycleways, green infrastructure and roads.

Establish a mix of densities to respond to the anticipated aspirations of different residents and occupiers

Create a new sense of place within and across the framework boundary.

1. Shirland Square
2. Redefined High Street
3. Staniforth Road Canalside
4. Darnall Road
5. Attercliffe Marina
6. Gateway North



Attercliffe, Vision Areas:

The Framework proposes key areas of change to enhance and re-animate Attercliffe through appropriate interventions and re-development.

The regeneration framework has been separated into 6 key development zones which harness their existing features and provide a range of living, working and leisure environments to establish a new future for the area.

Whilst each area will be distinct, they will be linked together through common public realms, walking and cycling routes, architectural character and green infrastructure.

The development zones:

- Support diversity in terms of the role they will play in accommodating a range of uses and housing tenures.
- Are integrated through a network of paths, cycleways, green infrastructure and roads.
- Establish a mix of densities to respond to the anticipated aspirations of different residents and occupiers
- Create a new sense of place within and across the framework boundary.

Consideration has been given to the ordering of the development zones within this document and the potential order in which they could come forward to offer maximum impact for the area.

Developments such as Shirland Square, Redefined High Street and the Staniforth Road Canalside housing development all have potential to be developed earlier within the SRF programme, building on existing opportunities such as land ownership, proximity to Attercliffe Waterside and excellent existing public transport services.

Remaining sites are equally as important to the long term development of Attercliffe but, potentially, face more challenges to development such as multiple land ownerships and previous industrial land uses.

1. **Shirland Square**
2. **Redefined High Street**
3. **Staniforth Road Canalside**
4. **Darnall Road**
5. **Attercliffe Marina**
6. **Gateway**

6.2 The Proposals

Vision Area 01: Shirland Square






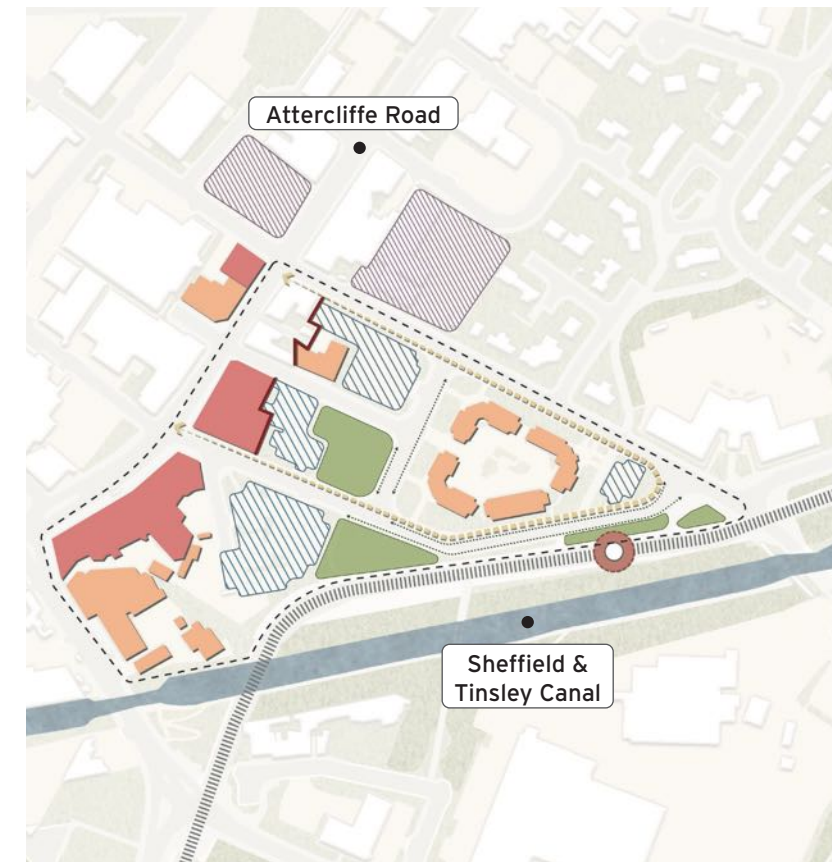
Vision Area 01: Shirland Square

Shirland Square is located between the canal and Supertram lines to the south and Attercliffe Rd to the north. It is many people's first impression of Attercliffe as they arrive by tram and at present there is a real disconnect between the tram stop, high street and surrounding areas.

The area is dominated by the dated Stadia Business Park and the proliferation of surface car parking and on street car parking from informal tram park and ride facilities.

Although several sites within the proposed area are either owned by the Council or designated for housing in the Local Plan, they are currently disconnected. A holistic approach would offer the greatest potential. The area features several historically significant buildings along Attercliffe Road, including the Banner Building. Enhancing synergies and connectivity with the Attercliffe Waterside development to the west will be crucial for the area's development.

-  Council Owned Sites
-  Council Owned Buildings
-  Site Allocations



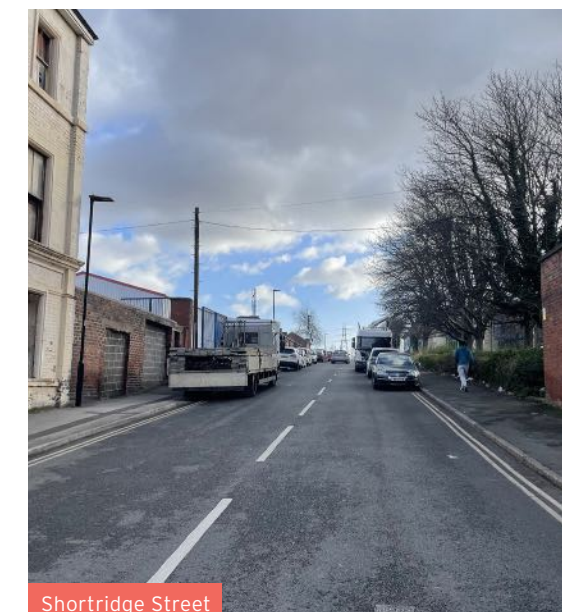
-  Poor quality buildings
-  Existing car parks
-  Dense mature vegetation
-  Buildings of character
-  Poor quality uses in key locations
-  Poor quality pedestrian movement
-  Super-
-  Street parking
-  Unattractive rears of buildings

Summary of Constraints:

- Area dominated by parking, both on street adjacent to Attercliffe tramstop or in surface level car parks.
- Stadia Business Park provides poor gateway into the area.
- No clear direction or route to high street with limited wayfinding.
- Poor quality pedestrian environment along route to High Street.
- Area contains significant heritage buildings along Attercliffe Road, presented rear facing, which are poorly maintained/unattractive.
- Arrival points onto the high street include several poor quality buildings or uses with inactive frontages.
- Green space poorly located to benefit community
- Poor connectivity across tram lines and canal towards Darnall and other proposed development sites.
- Existing site uses have limited connectivity to adjacent pocket of housing to north east of the site.



Stadia Technology Parks



Shortridge Street

Shirland Square could be a transformational development for Attercliffe. This area could be the benchmark for new affordable living that is connected to adjacent developments and excellent transport links.

Opportunities:

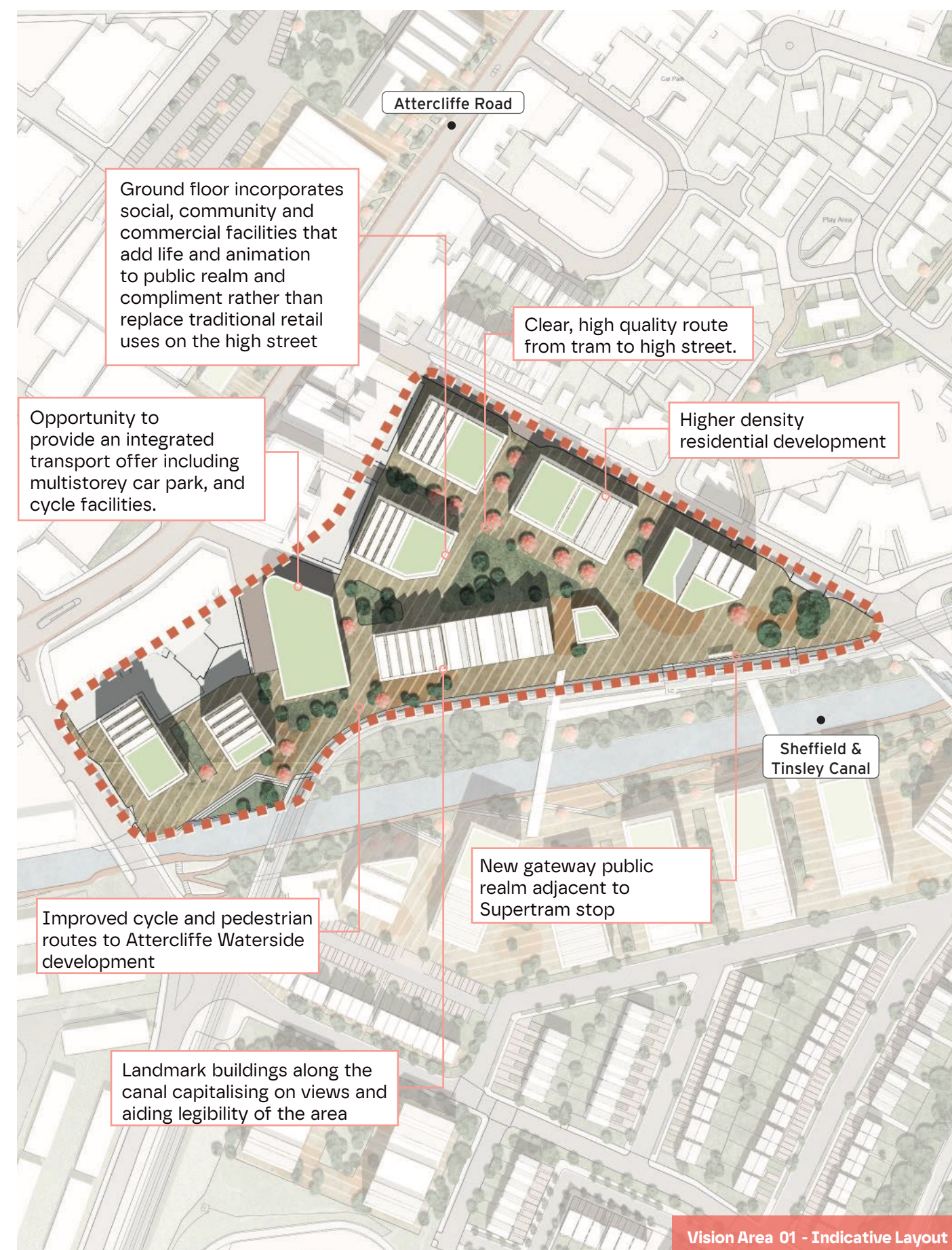
Despite the areas constraints highlighted above, the combination of excellent public transport links, proximity to Attercliffe Waterside and the high street and the areas of Council ownership within the framework boundary make Shirland Square the logical starting point for re-development within Attercliffe.

Summary of Opportunities:

- A key opportunity is to use redevelopment of the area to create a new gateway into Attercliffe and the high street when arriving by Supertram.
- Carefully selected built form can create a unique identity for the area and provide new visual landmarks.
- Provide clear, safe and actively fronted public realm routes to the high street and Attercliffe Waterside.
- High quality, higher density residential living that provides an affordable alternative to Sheffield City Centre.
- Provide social, community and commercial facilities to define movement routes, add vibrancy to the area and serve the new residential population.
- Provide active parks, green infrastructure and high-quality public realm, encouraging locals and visitors to engage with, to improve the health and wellbeing of the community.
- Development that supports a resurgence of high street retail and leisure.



Vision Area 01: Shirland Square - Illustrative Framework



Vision Area 01 - Shirland Square:

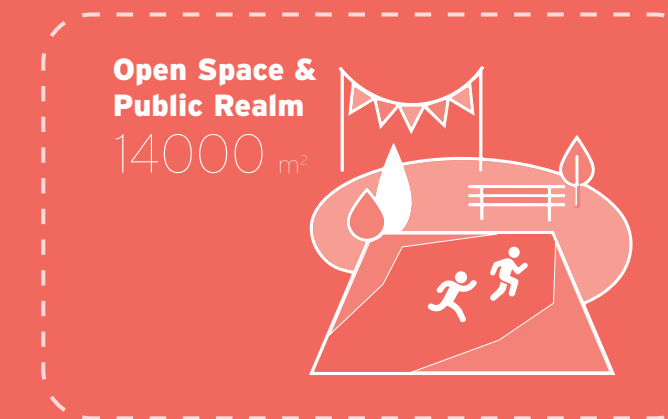
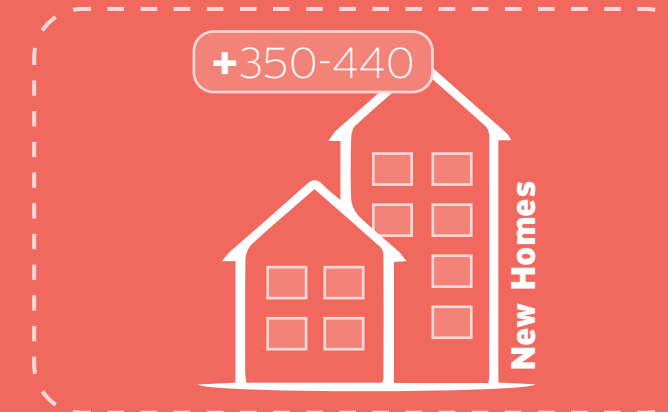


Development Summary:

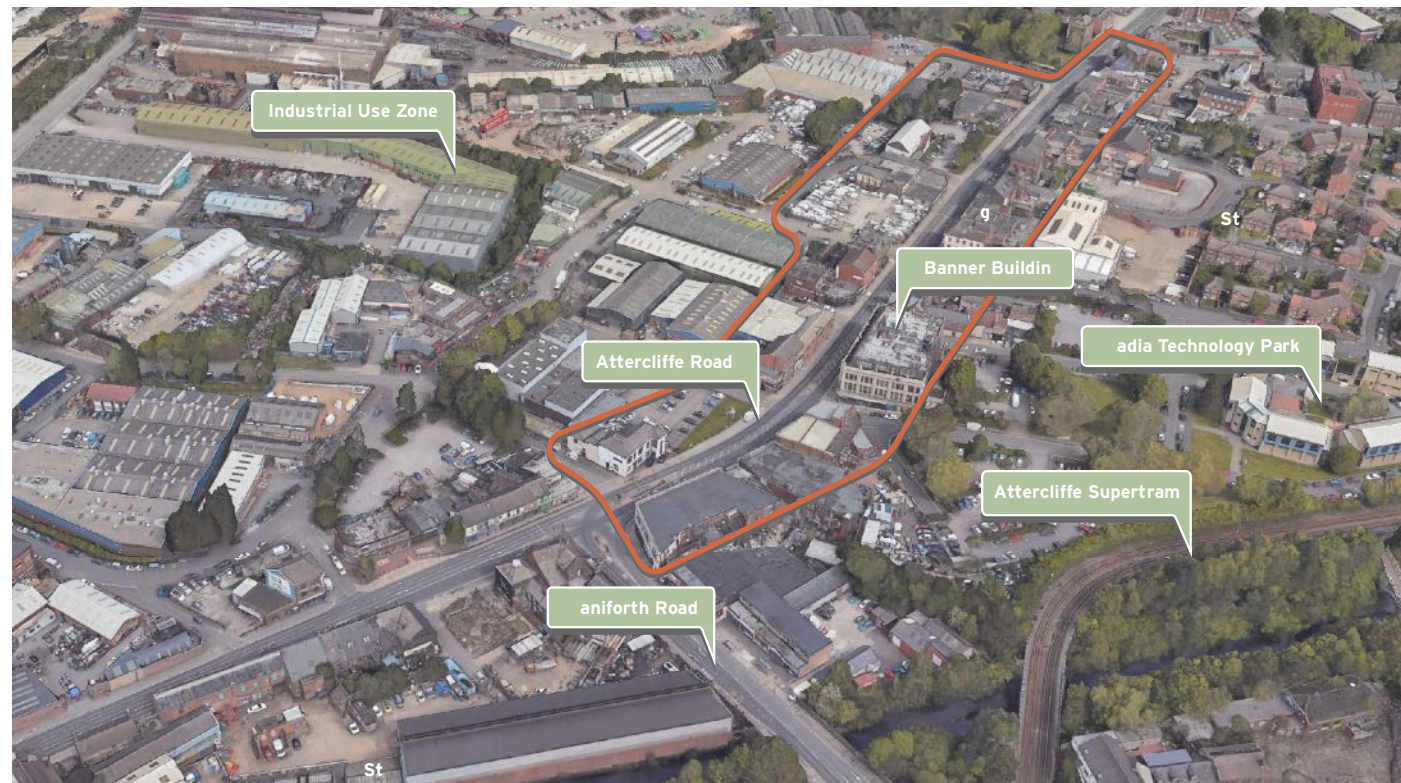
A key early development for the area building upon its connections with the high street, Supertram stop and Attercliffe Waterside. The area will provide a new higher density residential community, an affordable alternative to Sheffield City Centre.

Key Development Benefits:

- A dynamic mixed use development creates a new gateway into Attercliffe when arriving by Supertram.
- Higher density residential development with active ground floor located along key streets defining safe welcoming links to the high street.
- Landmark buildings along the Canal, capitalising on views and aiding legibility of the area.
- Strong connections to both Attercliffe Waterside and proposed Staniforth Rd residential development.
- Development of a new mobility hub including park and ride facilities, cycle storage and other active travel benefits

**Shirland Square Summary:**

Vision Area 02: Redefined High Street



Vision Area 02: Redefined High Street

The gradual sprawl of the retail offer on Attercliffe Road has created a retail area that is unsustainable. This has resulted in vacant units, the occasional introduction of inappropriate and undesirable uses and infill developments of poor quality such as scrap yards and vehicular storage areas. Without easy access from existing neighbouring residential areas or a rejuvenated residential population within Attercliffe, a traditional retail and leisure core will be unsustainable.

A key focus of our regeneration framework is redefining a core high street that will be focused around improved connections to Attercliffe tram stop and will be supported by the increased residential offer within the area. The area benefits from several Council owned sites at key locations along the route which should be considered as early development opportunities to raise the standard of offer in the area.

Summary of Constraints:

- High street contains several heritage assets, some of which are in poor state of repair.
- Limited space for public realm and public realm is tired and poor quality.
- Negative perceptions still persist in the area due to certain specialist shops/ uses.
- infrequent uses providing inactive frontage to high street.
- Frequent poor quality infill buildings adjacent to higher quality assets.
- Limited connectivity with tram.
- Noisy pedestrian environment dominated by vehicles.



Through the Regeneration Framework, Attercliffe Road can become the community core for the neighbourhood providing much needed retail, leisure and community facilities in a high quality public realm setting.

Opportunities:

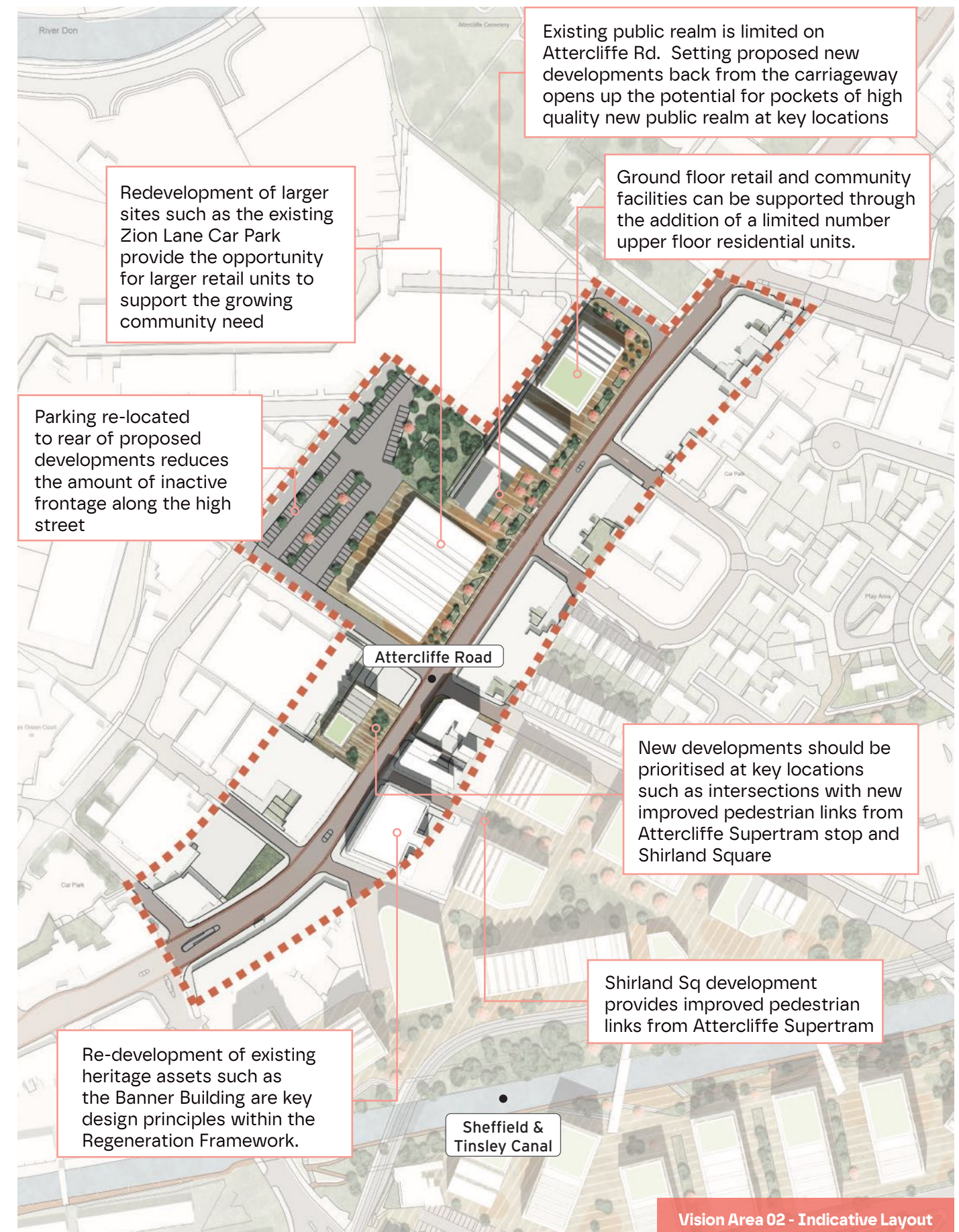
Despite the areas constraints highlighted above, the existing high street area has many positives on which to build and as the proposed residential offer within Attercliffe grows, the demand for high quality leisure, retail and community facilities will also increase.

Summary of Opportunities:

- Redevelopment of key, Council-owned sites provides the opportunity for larger retail units diversifying the potential retail offer in the area.
- Supporting the sensitive redevelopment of existing heritage buildings will maintain and enhance the street's existing character.
- New developments with improved active frontages will create a safe, welcoming environment providing security and natural surveillance to the area.
- Maximise development sites and re-purpose underutilised sites. A number of existing surface car parks and storage yards fragment the street pattern; there is potential for new development to sensitively repair the existing street pattern.
- New developments provide the opportunity for increased areas of high quality public realm at key locations along Attercliffe Rd.
- Introduce limited number of residential units to the high street above retail and community uses, helping to add to the initial vibrancy of the area.



Vision Area 02: Redefined High Street - Illustrative Framework



Vision Area 02 - Redefined High Street:



Development Summary:

A redefined high street core, focused on redevelopment around Attercliffe Supertram stop. Features improved public realm, revitalised heritage assets, residential opportunities and new developments replacing poor quality infill.

Key Development Benefits:

- A redefined high street boundary that focuses on the redevelopment of Shirland Square and connections to Attercliffe Supertram Stop.
- Non active frontage developments have been removed from the high street particularly around Zion Sq car park and the Enterprise site.
- Redevelopment of the sites allows for the introduction of new, larger retail units that will be needed for the increased residential community and also the potential to create new areas of high quality public realm along the high street.
- Potential to include residential units above retail as part of redevelopment proposals.



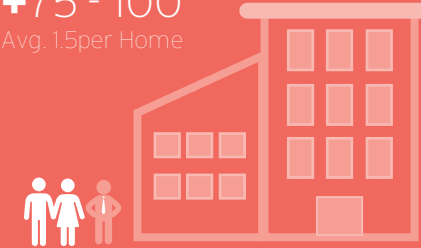
Redefined High Street Summary:



Potential Redeveloped Buildings
2 Buildings



Additional People
+75 - 100
Avg. 1.5 per Home



4800 m²
New Retail Space



Open Space & Public Realm
2800 m²



240 LM



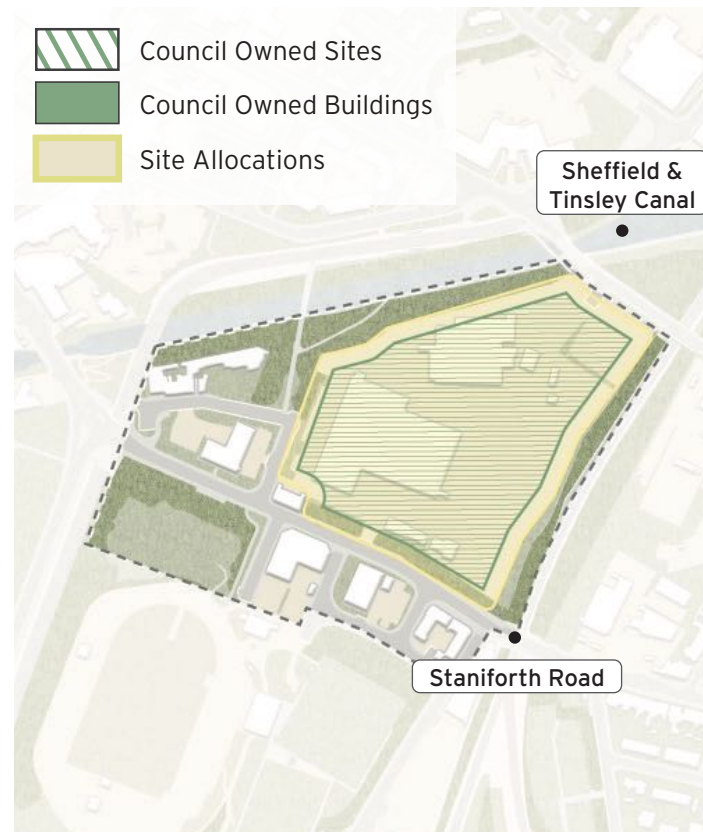
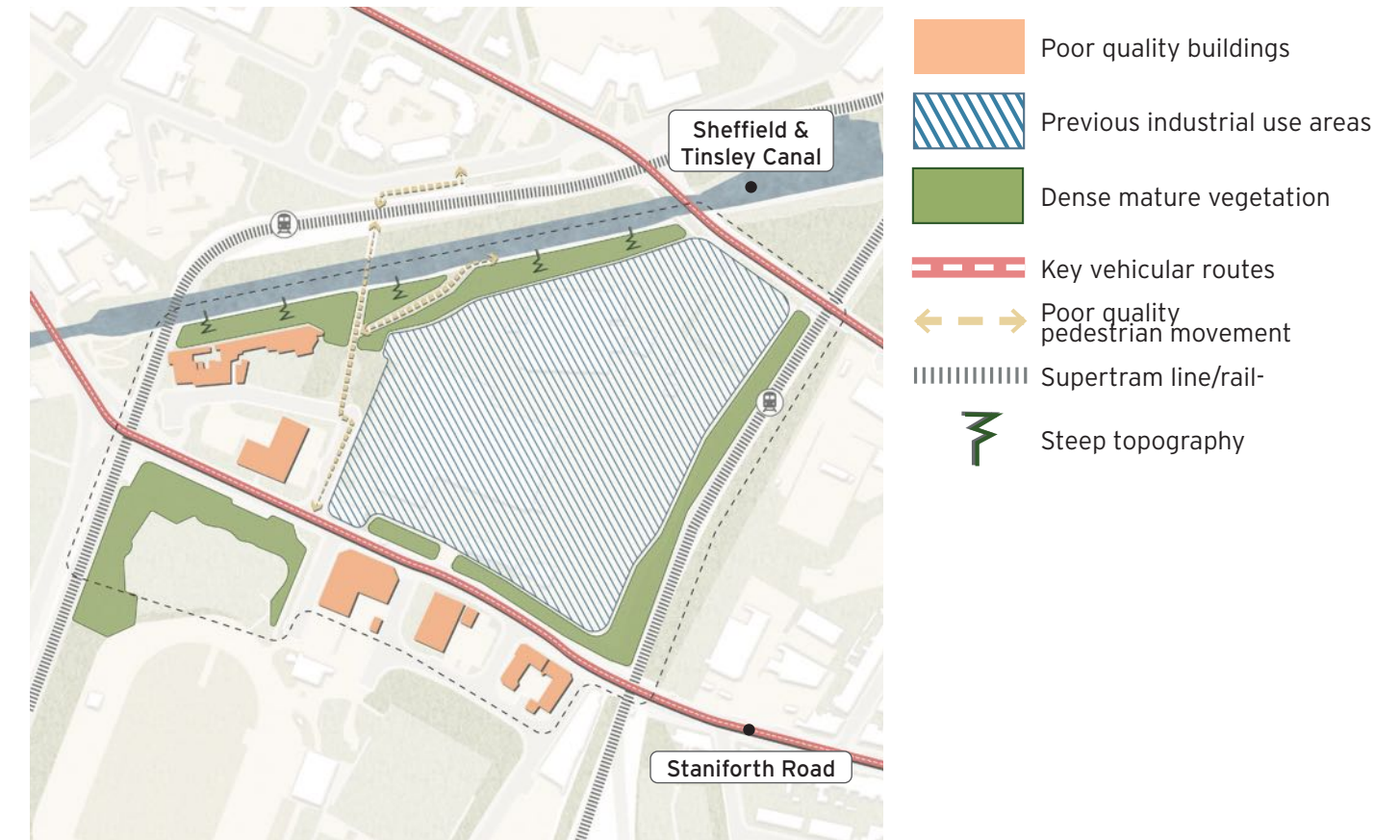
New Retail Active Frontage

Vision Area 03: Staniforth Road Canalside**Vision Area 03: Staniforth Road Canalside**

The Staniforth Road development boundary comprises of the Council owned depot site and adjacent privately owned sites to the east and south. The development is bordered to the north by the canal and an area of densely vegetated steep topography and the railway line to the south east.

The depot site is currently in full use by the Council and discussions are in place about finding suitable alternative sites to relocate the facility.

The development boundary includes existing pedestrian and cycle crossing points over the canal and tram lines which are currently in poor condition and do not provide a welcoming and safe connection to the Attercliffe Road and the potential development sites to the north.

**Constraints:****Summary of Constraints:**

- Area currently used as Council depot, limited alternative sites to relocate facility of this scale.
- Steep topography to canal along northern boundary.
- Low quality buildings/uses adjacent to the allocated site.
- Existing connections over canal and rail are poor quality and un-inviting.
- Adjacent rail line will require screening/ buffer from residential community.
- Likelihood of made ground/ contamination from previous industrial uses
- Only part of proposed development area in LA ownership



Staniforth Road Depot

Staniforth Road has the opportunity to be an exemplar mixed scale residential development that harnesses the potential of the adjacent canal and offers a mix of medium rise apartment living with high quality family housing.

Opportunities:

The Staniforth Road development site has been considered as a potential residential development for many years and is currently allocated within the local plan for a modest traditional residential offer. The strategic regeneration framework defines the site as a key development, building on the success of the adjacent Attercliffe Waterside development, celebrating the canal as a new leisure and green infrastructure asset and being directly connected to Shirland Square to the North.

Summary of Opportunities:

- The development will celebrate the canal side setting providing high quality amenity space that sensitively deals with the topography changes and provides natural surveillance to the area.
- The scale of site allows for a large scale intergenerational residential offer provided over a mix of tenures and property types.
- The development will create safe, improved connections with the existing residential community in Darnall and can create new connections over the canal and tram stop to Attercliffe Supertram stop and Attercliffe Road.
- The development provides the opportunity for sensitively designed, larger scale, landmark buildings along the canal improving legibility of the area and help to define a new character.
- The proposed architecture can take design cues from existing heritage buildings in the area to help create a distinct character for the development.



Vision Area 03: Staniforth Road Canalside - Illustrative Framework



Vision Area 03 - Staniforth Road Canalside:



Development Summary:

An exemplar mixed scale residential development that harnesses the potential of the adjacent canal and offers a mix of medium rise apartment living with high quality family housing.

Key Development Benefits:

- An exemplar mixed scale residential development that is defined by the canal, unlocking its' potential as a leisure, connectivity and green infrastructure asset.
- Higher scale landmark buildings maximise the canalside setting.
- Generous canalside public realm and green space allows the development to deal with steep level changes.
- The development allows the creation of new, high quality connections over the canal and tram line linking directly with the improved Supertram stop.
- Site has the scale to allow a mix of apartment living and family homes encouraging intergenerational living.



Climate Innovation District (CID) Housing, Leeds

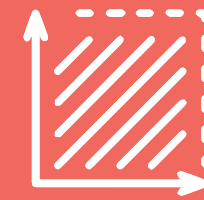


New Islington, Manchester



Port Loop, Birmingham

Staniforth Road Canalside Summary:



Site Area
68000 m²

+370-570



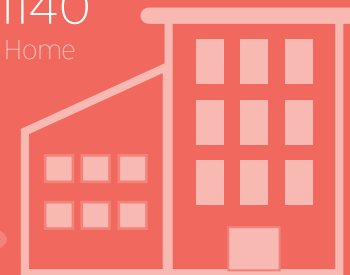
New Homes

Young Professionals,
Families & Couple
Demographics



Additional People

+740-1140
Avg. 1.5per Home



4-8
Storey
**Height
Range**



**Open Space &
Public Realm**

26000 m²



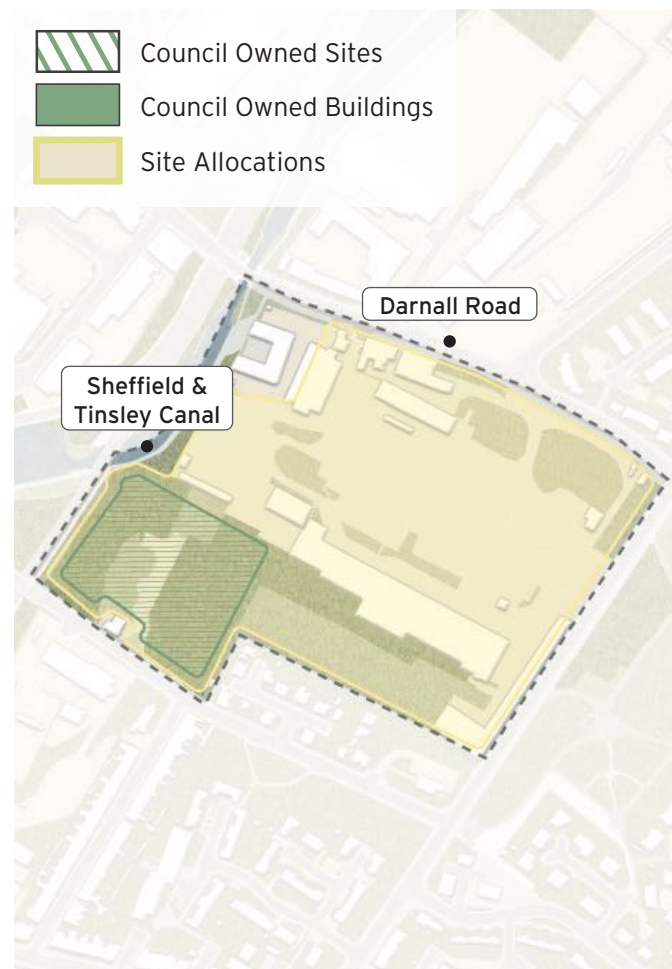
Vision Area 04: Darnall Road Residential**Vision Area 04: Darnall Road Residential**

Similarly to the Staniforth Road site, Darnall Road has long been considered for housing and is currently identified within the local plan for mixed use development.

The Council own a relatively small portion of site to the east accessed off Shirland Lane. Steep topography and level changes within the site means that the Council owned portion of the site is somewhat segregated from the remainder of the development parcel which will be predominately accessed via Darnall Rd to the north.

The larger area of the site is currently under multiple ownerships and contains several listed heritage assets and a scheduled ancient monument.

Whilst the site is bounded by the canal to the north, only a limited section can benefit from open views or direct access due to rail infrastructure, dense mature vegetation and level changes



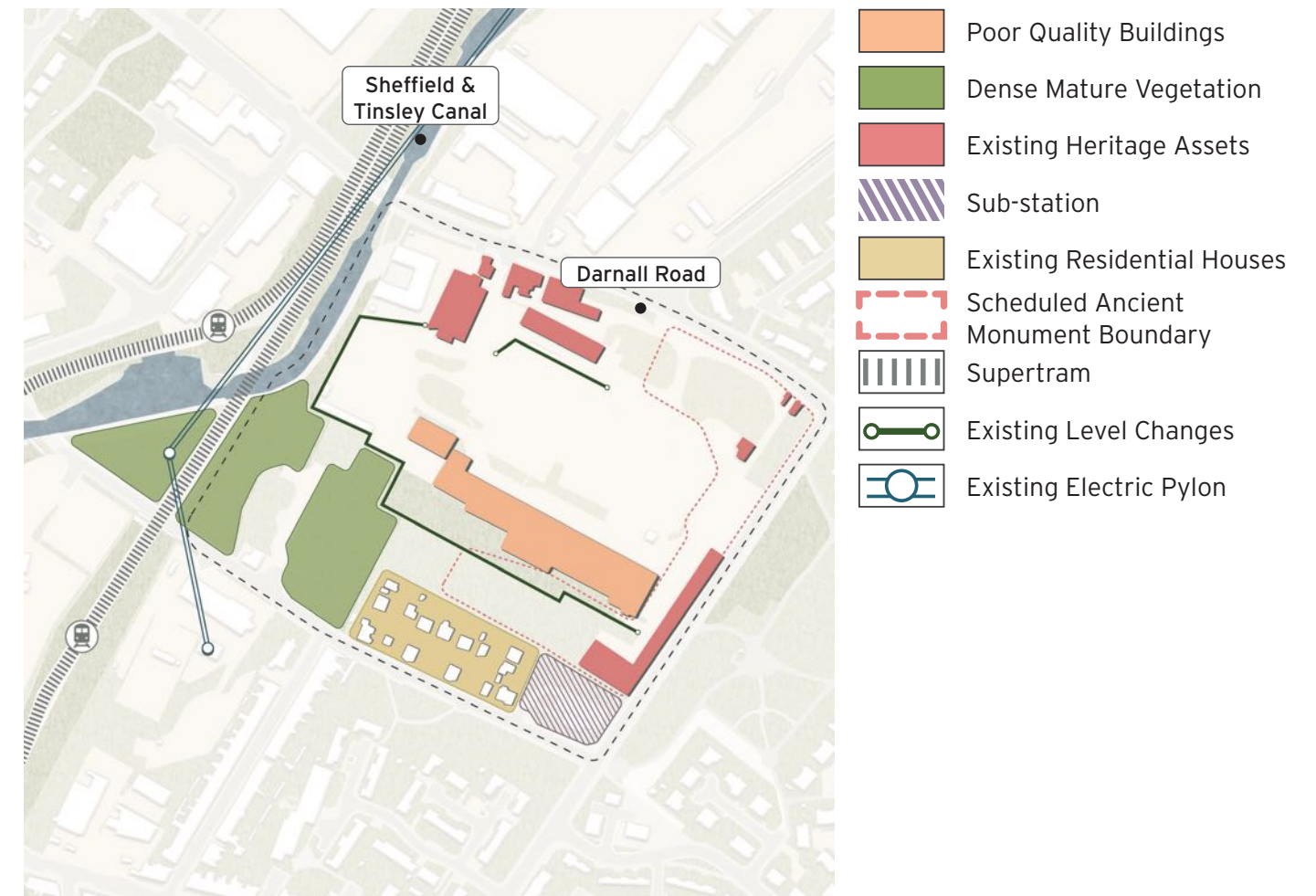
Darnall Road



Heritage Assets Within The Site

Summary of Constraints:

- Scheduled ancient monument boundary contained within the site
- Steep level drops at key points throughout the site
- Several heritage buildings within site including listed assets.
- Levels within site mean only a small section has active frontage to canal
- Existing historic buildings will require significant investment to refurbish
- Power line and easement runs to north of site
- Site is within multiple ownership and Council only own small portion.

Constraints:

Darnall Road can provide an aspirational mixed residential and employment development that celebrates the heritage assets and creates strong links to the existing residential community within Darnall.

Opportunities:

The proximity of the Darnall Road site to the existing traditional residential offer within neighbouring areas provides the opportunity for this site to act as a transition between neighbouring Darnall and the higher density residential proposed with Staniforth Rd and Shirland Square.

Summary of Opportunities:

- Protect and renovate industrial heritage assets. Opportunity to modernise existing historical buildings sensitively, to bring modern credentials into the built form.
- The scale of site allows for a large scale intergenerational residential offer provided over a mix of tenures and property types.
- Landmark buildings delivered through change in building height and architectural appearance signify an urban node
- The proposed architecture can take design cues from existing heritage buildings in the site to help create a distinct character for the development.
- Green space located to the south of the site can create direct links to existing communities within Darnall.
- Mixed use employment offer allows for flexible delivery of the site.
- Multiple access points to the proposed development site reduce demand on existing highway infrastructure.



Vision Area 04: Darnall Road Residential - Illustrative Framework



Vision Area 04 - Darnall Road Residential:



Development Summary:

A lower density mixed use area that revitalises heritage assets as new employment areas and provides a mix of aspirational family housing and accommodation for elderly with strong links to existing communities in Darnall. The heritage assets within the site are key to its redevelopment and their preservation and enhancement is essential. All development must be considered inline with heritage officers and Historic England.

Key Development Benefits:

- A traditional, lower density housing development that is sensitive to the site's historic buildings and features and also its location adjacent to existing residential areas.
- Opportunity to revitalise existing heritage assets on site to provide complimentary employment uses.
- Opportunity to deliver specialist housing and apartments for elderly and retired people.
- The development creates new pedestrian and active travel links from existing residential communities in Darnall.



Rochester Way Manchester



Peveril Homes, Derby

Darnall Road Residential Summary:

Site Area
70000 m²

+238-288



New Homes

Young Professionals,
Families, Couples,
Elderly & Retired
Demographics



Potential Redeveloped Buildings

6 Buildings



Additional People

+595-720

Avg. 1.5per Home



Open Space & Public Realm

17500 m²



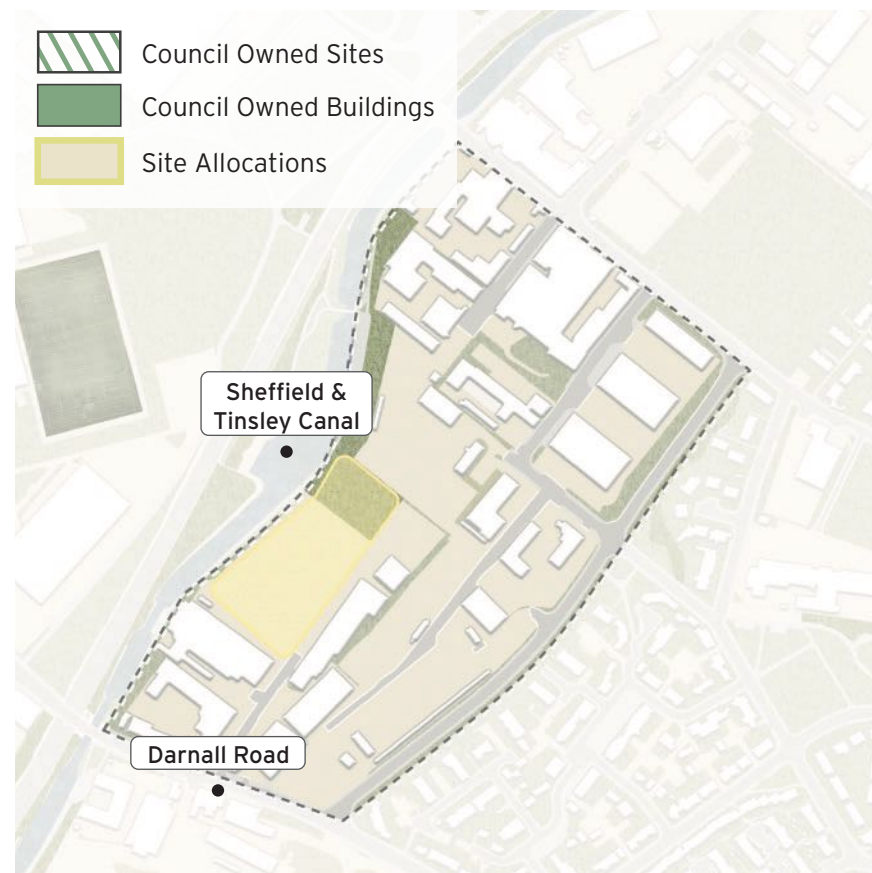
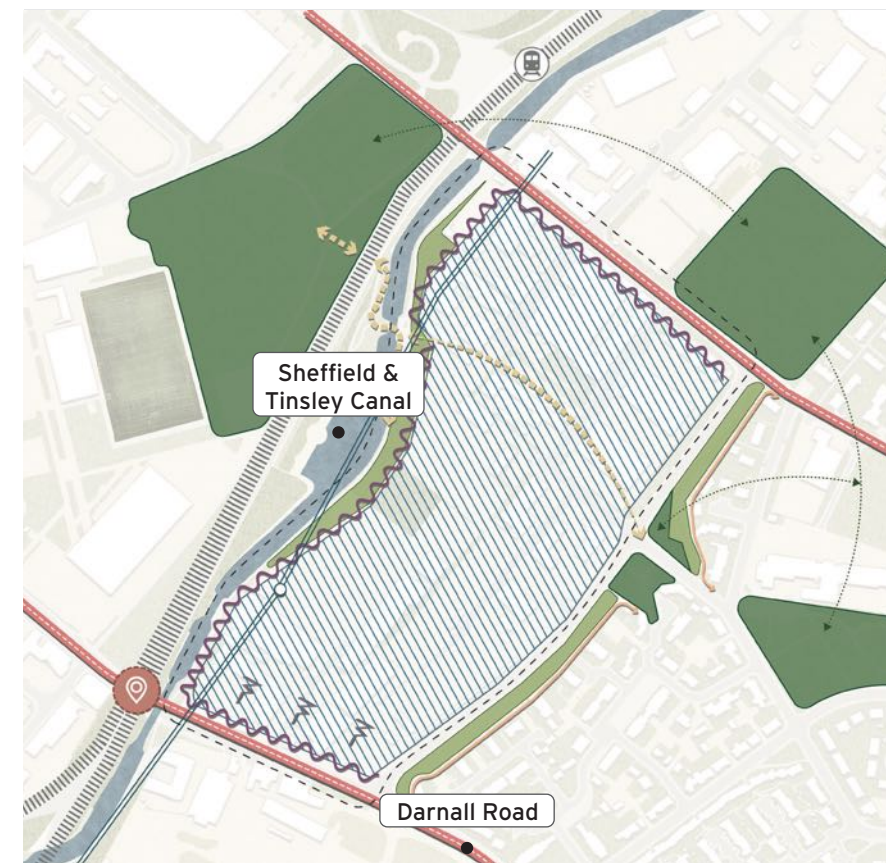
2-4
Height Range



Vision Area 05: Attercliffe Marina**Vision Area 05:
Attercliffe Marina Residential**

The Attercliffe Marina site is the largest proposed site within the regeneration framework. It has the potential to offer a fantastic canal-side residential and employment development, but is also one of the most challenging to bring forward for in the short term.

The site has a small portion currently allocated within the local plan and the Council has a modest owning within the development area. The remainder of the site is under multiple industrial ownerships and the previous uses within the site will likely lead to higher future remediation costs.

**Constraints:****Summary of Constraints:**

- Relatively steep topography to southern boundary of site.
- Site contains historic poor quality industrial uses, likelihood contaminated/made ground.
- Vehicular access under viaduct height limited
- Site bordered by residential uses to east.
- Currently poor access to pedestrian footbridge over canal and rail line.
- Land under multiple ownership. Council only own roughly 30%.
- Site bordered by employment uses to north.
- Mature vegetation along the western boundary

Opportunities:

Although perhaps the most challenging site to develop, the Attercliffe Marina site, due to its size and location has the greatest potential to flexibly provide employment, residential and social infrastructure for the area as the market may demand in the future.

The success of the OLP is fantastic yet the opportunities for further large scale development sites within its boundary are reducing and this site could provide a perfect alternative that is directly linked to the existing OLP.

The site also benefits from the largest stretch of accessible canal-side setting,

rarely impacted by the steep topography or railway infrastructure like Staniforth Road or Darnall Works. This provides a fantastic opportunity to not only provide a high quality setting for potential residential and employment uses, it also improves and regenerates large areas of the existing canal for local amenity space, celebrating and creating new links over it to the adjacent OLP and Don Valley Bowl.

Development at the scale proposed within the SRF will also require large amounts of social infrastructure within Attercliffe. The scale of this site provides the ideal setting for any potential larger social infrastructure that may be needed such as schools or sports facilities. The location for the facilities would also be well suited to benefit the existing community within Darnall to the south.

Attercliffe Moorings



Maxim Office Park, Glasgow



Canalside residential development - Stretford, Manchester



Vision Area 05: Attercliffe Marina - Illustrative Framework



Development Summary:

A low rise mixed use employment and residential offer that embraces its canal-side setting and connections to Olympic Legacy Park.

Key Development Benefits:

- A large scale mixed use development site offering a range of possible development opportunities dependent on market demand.
- Opportunity to provide large scale canal side employment offer with strong connection to existing employment in OLP.
- In addition there is potential for a mixed scale residential offer that celebrates the canalside setting and further unlocks areas such as the existing Marina for community leisure.
- Large scale site offers the opportunity to consider the inclusion of newly needed social infrastructure such as schools.
- Development creates proposes new, large areas of green open space offering high quality active travel links over the canal to Don Valley Bowl and linking with existing residential community to the east.



CID Housing, Leeds

New Islington, Manchester



Attercliffe Marina Summary:



Site Area
103 000 m²

+460-525



New Homes

Young Professionals,
Families, Couples,
Elderly & Retired
Demographics



10500 m²
Employment



Additional People
+920-1050
Avg. 1.5per Home



Open Space & Public Realm
17500 m²



2-5
Height Range






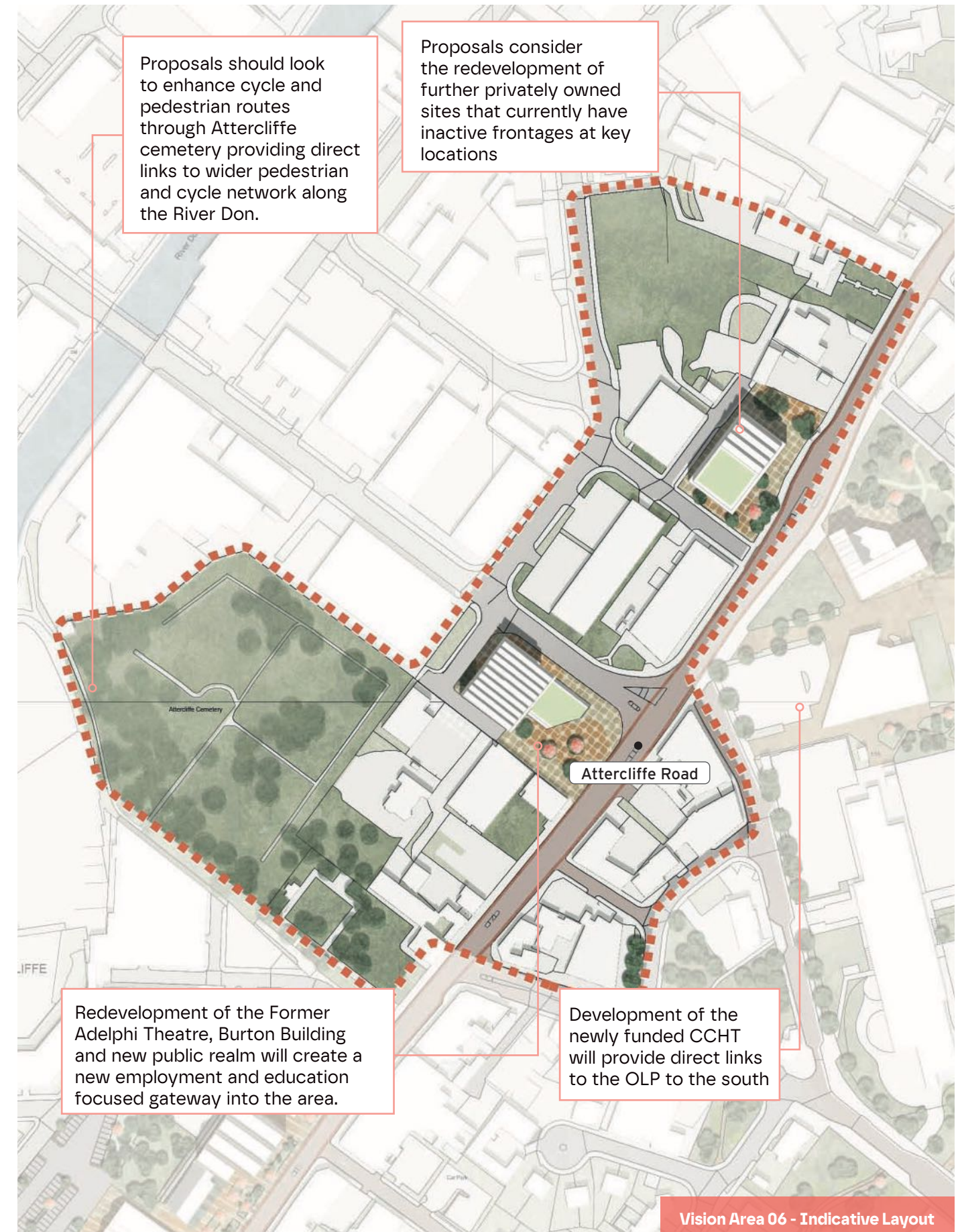
Vision Area 06: Gateway North**Vision Area 06: Gateway North**

The proposed development at Gateway North provides the first impressions of Attercliffe when arriving by car from the north.

The site is bordered by the existing OLP development to the south and contains several key pipeline development sites that have already secured funding through LGF. These include the redevelopment of the former Adelphi Theatre building (Council owned) and the proposed NCCHT building which will be developed on the edge of the OLP site adjacent to Attercliffe Rd.

These two sites, when considered with several other privately owned development plots, will form a new high quality gateway into the area.

-  Council Owned Sites
-  Council Owned Buildings
-  Site Allocations

**Vision Area 06: Gateway North - Illustrative Framework**

Development Summary:

Redevelopment focused on the Former Adelphi Cinema, adjacent buildings and land parcels and the creation of the new NCCHT to create a new gateway into Attercliffe from the north

Key Development Benefits:

- Regeneration focused around the redevelopment of key historic assets such as the former Adelphi Cinema and Burton Building and the newly proposed NCCHT building.
- These buildings and new public realm will create a new employment and education focused gateway into the area.
- Proposed development to retain visual connection with existing historic gateway buildings from Attercliffe Road and the NCCHT Building



Gateway North Summary:

Potential Redeveloped Buildings

6 Buildings



Open Space & Public Realm

1300 m²



2500 m²
Employment



2-4
Height
Range



Summary

Overall Benefits:

- The framework could provide in the order of **3000 new high quality homes** that could accommodate a resident population of 4400 to 5500
- The proposals **diversifies the existing offer increasing the population** of Sheffield including older people and young professionals.
- Affordable homes and a **varied tenure mix** will provide the opportunity of home ownership for all and an affordable alternative offer to the City Centre.
- Employment generating floorspace totalling **C.20000 m² incorporating a mix of office, workshop, retail, leisure and health and education** could accommodate up to 1500 new jobs.
- Attracting **new jobs and working age residents to the area** will further strengthen the attractiveness of the area and the labour market to potential inward investors.
- Development will continue to enhance the attractiveness and profile of Sheffield.
- The **transformation of C. 27 Ha of brownfield land** alongside associated green space and public realm works will be an exemplar of sustainable community development.



Next Steps

The implementation and delivery of the framework will take time but there are key next steps for the Council, their partners and key stakeholders to continue the momentum.

- The document will ultimately become adopted policy and support and inform future development proposals within the framework boundary
- Identify and deliver further technical feasibility work to move priority projects forward over short, medium and long term
- Production of an Investment Prospectus should be launched to sell the investment opportunities in Attercliffe.
- Engagement will continue as the framework is developed and individual sites and projects are scoped out. The Council will also identify new funding opportunities to help address some of the ambitions contained within this framework, building on the catalytic Levelling-up Funding already secured.

