

Sheffield City Centre Strategic Vision

MARCH 2022





Image Source: <https://heartofsheffield.co.uk/>

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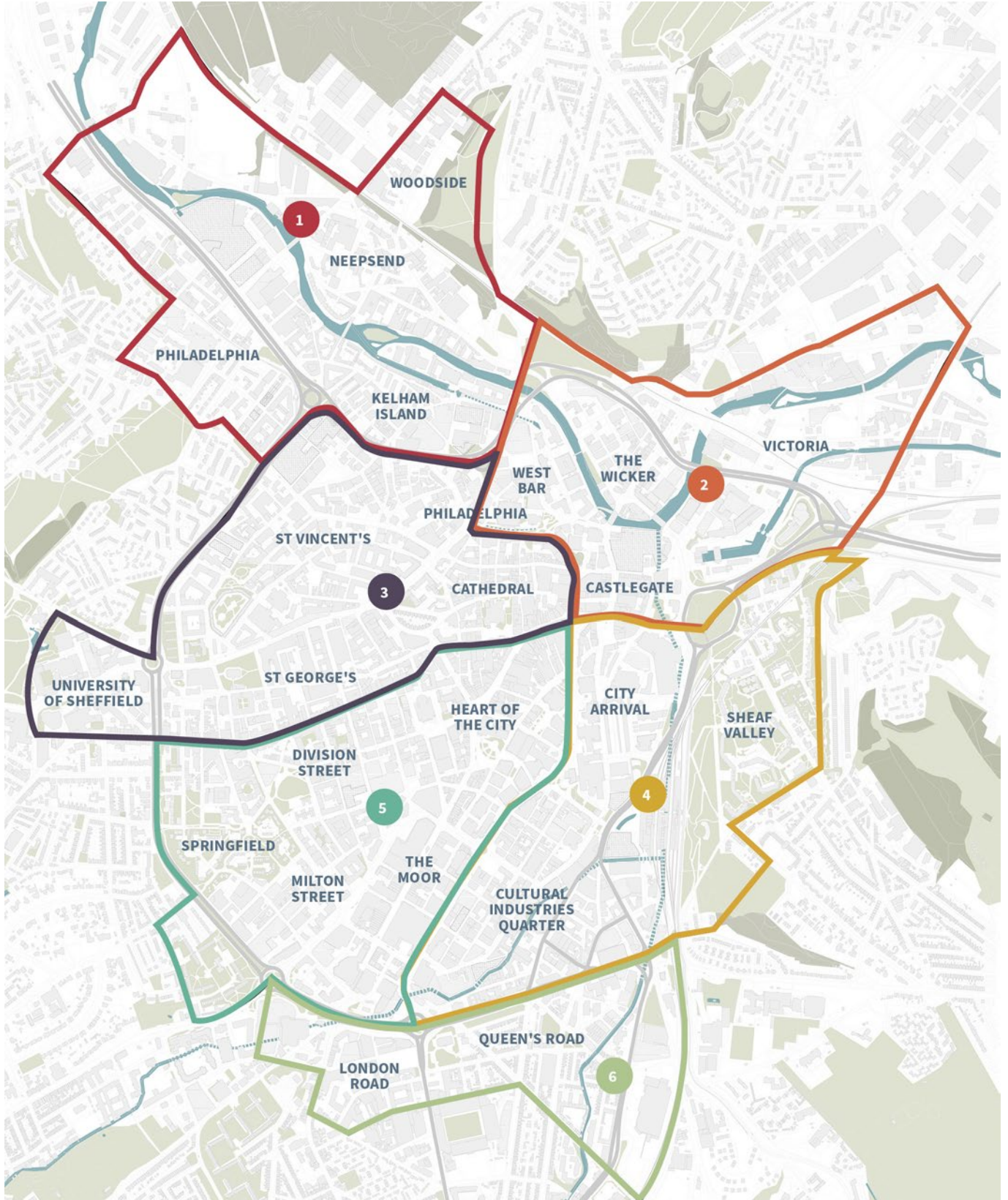


Image Source: Sheffield Central Area Boundary and Character Areas, Planit-IE

This is a Strategic Vision for Sheffield City Centre. It is a plan for everyone, our residents and business community.

It is recognised that Cities are complex, and there are a myriad of important component parts that all need to work together to create a successful future for Sheffield City Centre that we can all be proud of and participate in together:



This Vision builds on the good work that has been undertaken to date but places a new lens on the future of Sheffield reflecting that the City Centre is extremely dynamic and needs to be able to react and adapt to the latest trends and challenges. The City is in a period of transition as we rethink and respond to City issues such as the future of work, the changing role of the high street and the way we shop and the climate change emergency.

With change comes opportunity- this Vision acts as a new roadmap for positive change that can reset and shape the future of this great City in a post pandemic world.

With a population set to increase from 584,853 people (2019) to 648,410 people by 2043, this Strategic Vision places Sheffielders at the heart of future development of a growing City. Repopulating the City Centre through the creation of new distinctive neighbourhoods is a fundamental thread to the future City Centre. These neighbourhoods will put people first, have sustainability at the core and be inclusive, providing high quality new homes catering for all segments of the community to create a more balanced, diversified residential population and achieve a vibrant, sustainable community in the City Centre.

The City Centre has the capacity to deliver at least 20,000 new homes. Delivering more homes will provide much needed housing and importantly act as the 'glue' to bring together and strengthen the key components that make up the City Centre- culture, arts, work, leisure, for example. More homes in the City Centre will also reduce the impact of urban sprawl on the surrounding countryside whilst positively contributing to the low carbon agenda by reducing the demand on Sheffield's wider road and public transport network.

Establishing inclusive neighbourhoods and providing new homes for all people in the community, is a fundamental thread to the future City Centre, however, this is one element of the City Centre ecosystem. Sheffield should be seen as the place to live, work and play with the City Centre accommodating a wide range of activities and amenities which encourage footfall and provide a reason for people to visit the City Centre.

Delivering this strategic vision will not happen if we rely solely on market forces, it is recognised that public sector intervention will be needed, working alongside strategic partners and key stakeholders to establish new markets in the City Centre that don't yet exist which will help accelerate economic growth.

Purpose

Sheffield's City Centre is entering an exciting period of transformation. This vision will help guide the future regeneration of Sheffield's City Centre in a post pandemic world to ensure Sheffield is an inclusive, resilient, competitive yet distinctive place with a green agenda and its people at the heart.

This Vision:



Recognises the key assets and positive attributes that already make Sheffield a special place that are fundamental to the future growth of the City Centre.



Summarises the current market trends post Covid that are influencing how we interact with our city now and in the future.



Maps out 'the here and now' outlining the current and planned investment in the City Centre including the short-term priorities for the City.



Recognises the current challenges to economic growth in the City Centre.



Outlines the vision and strategic ambitions for the City Centre.



Establishes the overarching principles that will shape the future of the City Centre to ensure it is a successful, thriving place for all.

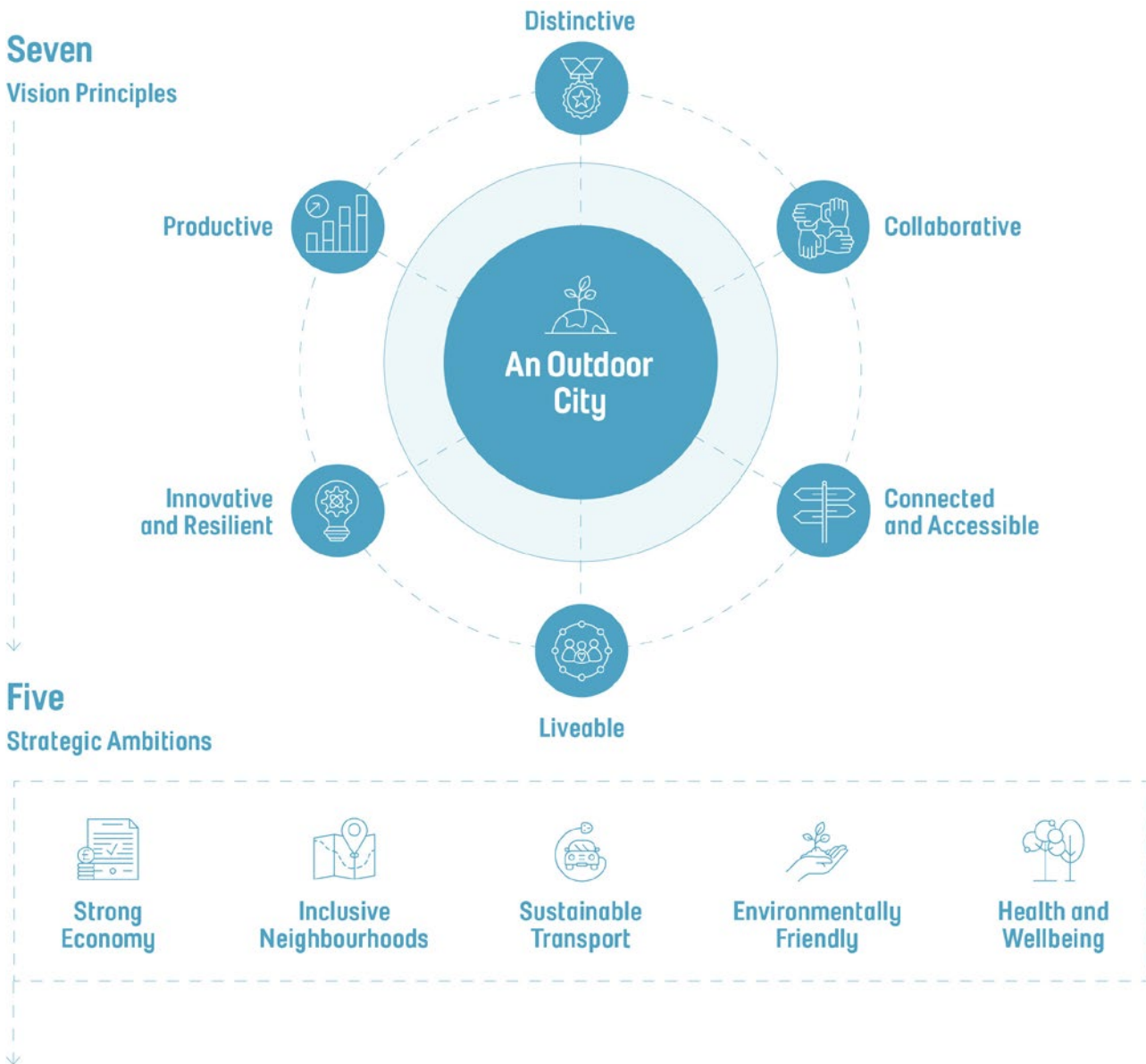


Summarises the opportunities available to ensure we can fulfil our potential.

This Vision forms part of a suite of documents for the city, which inform the development of the Sheffield Local Plan (the statutory Development Plan) and should be read alongside the emerging evidence base documentation.

Vision Principles and Strategic Ambitions

Underpinning this Strategic Vision is a series of vision principles and strategic ambitions which are collectively the building blocks to creating a successful future City Centre:



One

Neighbourhood-led Approach to delivery

Driving growth of:

- » Residential
- » Employment
- » Retail and Leisure
- » Education
- » Culture
- » Amenities and Social Infrastructure

Throughout this document, where there is alignment to the seven vision principles, this is reflected using the icons above.

Full details of each of the vision principles and strategic ambitions are provided from [page 33](#).

01 SHEFFIELD CITY CENTRE TODAY



Sheffield is England's fourth largest city and home to almost 600,000 people. Sheffield's economy is a driving force for economic growth for a City Region of circa 1.6m people

Sheffield can be defined by its people, who are simultaneously down-to-earth and restless, making a place that never fails to raise an eyebrow. A city of makers, past and future, their spirit fuels the collaborative, inventive culture that's unique to Sheffield.

It powers two world-leading universities, an international reputation for manufacturing and engineering, and a thriving digital, tech and creative sector – but also a fiercely independent scene, a sense of adventure, and the famously friendly welcome.

Sheffield has been declared the greenest city in the UK, and has the highest greenspace percentage of any city in the world thanks to a third of the city sitting in the Peak District National Park and its 4.5 million trees – the highest ratio of trees to people of any European city.

It's the spiritual home of climbing in the UK, with unrivalled downhill mountain biking and infamous road cycling. And Sheffield has culture coming out of its ears: a globally renowned music and street art scene; micro-breweries galore and brilliantly diverse food; festivals of words, debate and film; the largest theatre complex outside London – and everything else in between.

But most importantly it's a city to spend time in, where the rivers and hills connect culture and communities, ultimately making Sheffield one of the most liveable places you'll find.

So despite its commonly used nickname, these days Sheffield is less 'Steel City' and increasingly 'Real City', and takes much more stock from it's relatively newly anointed nickname: **The Outdoor City**.



Map adapted from Arup

- | | | |
|--------------------------------------|--|-------------------------|
| 1. University of Sheffield | 8. The Moor | 14. Sheaf Valley |
| 2. Devonshire Green | 9. Sheffield Hallam University | 15. Ponds Forge |
| 3. Heart of the City | 10. Peace Gardens | 16. Castlegate |
| 4. Former John Lewis | 11. Sheffield Town Hall | 17. Riverside |
| 5. Sheffield Cathedral | 12. Graves Art Gallery and Central Library | 18. West Bar |
| 6. Sheffield High Street and Fargate | 13. Sheffield Train Station | 19. Kelham Island |
| 7. Former Dehenhams | | 20. Sheffield City Hall |

As demonstrated above, we have many great assets in our City Centre which will have a key role in shaping our future and a series of key development sites and priorities that will make a significant impact on the City economy in the short term.

1.1 What Makes Sheffield Special

These are the key ingredients that make our city unique and special that will be built upon to develop and grow the City Centre of the future.

Key



An Outdoor City



Distinctive



Collaborative



Productive



Connected and Accessible



Innovative and Resilient



Liveable



The Outdoor City

The Outdoors and The City. Nature and Culture. Hand in hand.

Sheffield is the greenest city in the UK. It has 61% greenspace, 4.5 million trees and 1/3 of the City is comprised of the Peak District National Park. It is also internationally renowned for music, film, theatre, street art, architecture and beer. All of which is to say – there are very few cities in the world where you get such an intertwining of nature and culture in such proximity.

The benefit brought by being The Outdoor City is a set of hugely influential reasons for people to live, work, play, study and raise a family here. It is a magnet for business, a reason to holiday or visit the City, and a force for improving health and wellbeing. Sheffield has the culture and events that come with a large City, but is able to combine it with incredible access to the outdoors (which in other cities would require significant travel to reach), and a friendliness and community feel that reflects the pride and neighbourly attitudes important for a sense of belonging.

Future development of the City Centre should therefore be a catalyst for strengthening and enhancing The Outdoor City, as one of the most liveable cities in the world.

“It is the proximity between city living and outdoor pursuits that gives Sheffield its unique identity”





Learning and Talent

Sheffield is home to two world class universities - The University of Sheffield and Sheffield Hallam University ranked 22 and 72 respectively in the 2022 Times Good University Guide.

The academic excellence, strength and breadth of quality research and development and the student experience is a major attraction to both national and international students- combined they bring more than 60,000 students to the city.

In addition to the Universities, University Technical College Sheffield City Centre delivers quality courses for pupils in years 9-13 in major growth areas such as engineering, advanced manufacturing, creative and digital media. The Sheffield College- City Campus, is also a general further education college providing academic, technical and vocational training in close proximity to the City Centre.

Retaining this pool of talent in our city and creating a place where they choose to live, work and play is of utmost importance.

“Digital companies in Sheffield boast one of the highest growth rates of any cluster in the UK”



Being Inventive, not just Innovative

Sheffield is at the cutting edge of advanced manufacturing and engineering innovation with the Advanced Manufacturing Park (AMP) and Sheffield Business Park at the heart of The Advanced Manufacturing Innovation District (AMID) to the east of the City. But in the same vein, the Olympic Legacy Park also hosts the Advanced Wellbeing Research Centre (AWRC), and will soon host the Children’s hospital and the world leading Centre for Child Health Technology (CCHT). Various sets of circumstances have presented themselves to Sheffield – as many cities will experience. What Sheffield’s maker heritage has done is enable people to be inventive with what they can do, not just innovate within one sector or for the sake of it.

Castle House is a perfectly placed example of how a historic building in the most ancient part of the city has been repurposed for new inventive uses. Now a media and tech hub utilising multiple floors that accommodates Kommune (independent kitchens and traders), the National Video Games Museum, as well as Kollider incubator (‘powered by’ Barclays Eagle Lab) providing 80 co-working desks and incubation and accelerator spaces.

Sheffield has always had a brilliant creative scene and technically innovative culture, and we are fast becoming a digital hotspot. We are bursting at the seams with tech specialists making significant contributions to the economy, working at the interfaces of manufacturing, health and wellbeing, transport and infrastructure and education, creating digital systems to solve societal and industrial challenges.

The City Centre has the potential to help showcase the activity underway that is driving innovation in these fields in the city region.

Sheffield ranked the best city in the UK to start a business



Community Spirit

Inclusivity is at the heart of the City's values, and this city was the first to be a City of Sanctuary.

The people of Sheffield are its great strength – variously described as 'open', 'friendly', 'welcoming', 'creative', 'collaborative' and 'industrious', with a 'can do' culture that harks back to a history of craftsmanship. There is a strong sense of place, pride and local identity.

This is a City that is more nurturing and supportive of homegrown talent and grassroots culture. A specific focus is however needed on how young people can further engage with the City Centre – from children, teenagers through to young adults.



Heritage for the Future

The city's rich industrial heritage, centred around the manufacturing of steel, has played an important part in shaping the Sheffield identity and giving it a character of its own. Heritage creates value when it is re-purposed to give meaning in the present – and Kelham Island is a perfect example of this. Once the beating heart of industry, it became derelict and run down once industry declined, but then in 2019 became the UK's Neighbourhood of the Year thanks to many creative folks re-engineering its spaces into indie shopping arcades, breweries, businesses, foodhalls and living spaces with a true community spirit. At the centre of it all is the Kelham Island Museum, showcasing what ultimately shaped the ground on which this new beacon of progress stands.

Our Conservation Areas and historic assets also bring a special charm and character to the City and will play a vital role in curating a distinctive future City.

Our heritage in sport is also of considerable note – be it boxing, climbing, cycling, athletics or of course, football (Sheffield is the Home of Football – where the modern rules were conceived – and still has the oldest football club and longest standing professional ground). The Olympic Legacy Park is 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 here too.

So whilst old areas are being re-purposed, there is still much more that could be done to celebrate our sporting heritage, repurpose historic buildings as well as illustrating how the old and the new can work beautifully together.



Totally Cultured

Where do we start...

Music

Sheffield produced the pop wizardry that is Self Esteem and the eclectic algorithms of 65daysofstatic. The global juggernauts that are Bring Me The Horizon and the iconic Jarvis Cocker. We introduced Warp records to the world and birthed Arctic Monkeys, Def Leppard, Moloko and The Human League. Leadmill, City Hall and the O2 Academy represent the cornerstones of Sheffield's live music scene and the City also boasts a well-established classical music offering as the home of the Hallam Sinfonia, the Sheffield Chamber Orchestra, Sheffield Philharmonic Orchestra and Sheffield Symphony Orchestra. There's not a brick in the city that doesn't feel the reverberations of our sound.

Theatre

The Crucible, Lyceum, and Crucible Studio make up the largest theatre complex outside of London, and have pioneered shows that have inspired the world to critical acclaim.

Film

We are home to DocFest, the world's premier documentary film festival, and to a vibrant TV and film production sector. Several notable BAFTA winning companies are based in Sheffield including Warp Films (This Is England, Four Lions, Everybody's Talking About Jamie), Inflammable Films (Journeyman, Tyrannosaur), Tyke Films (Polystyrene) and 104 Films (Notes on Blindness). Our City is also home to the independent Showroom Cinema; one of the most significant cultural cinemas in the UK.

Art

We pride ourselves on our numerous free galleries and studios including Site Gallery, Graves and The Millennium Gallery- the most visited free attraction in the North of England. And of course there's the free gallery of our streets – home to many of Phlegm's works, as well as local residents Kid Acne, Jo Peel, Florence Blanchard and more.

“Sheffield's particular brand of Northern kindness is worth the visit alone. It's a city of people who immediately behave as if they've been putting up with you for years”

Festivals

Tramlines is the biggest known, but we are also home to the brilliant Get Together which promotes artists on the verge of making it to the big leagues, and No Bounds – voted Best Boutique Festival in the UK by DJ Mag – providing a Sonar-like experience dotted throughout the city. But aside from music we have the UK's largest literary festival – Off The Shelf – and The Festival of Debate. Music in the Round produce their annual Chamber Music Festival, and there's the aforementioned DocFest. Then there's the brilliant Festival of the Mind and Sensoria. Oh, and that's not forgetting the annual Festival of the Outdoors, when The Outdoor City celebrates the month of March symbolising the beginning of the days getting lighter and us being able to do more in our greenspaces.

Prefer liquid culture

57 breweries in the City makes Sheffield one of the premier beer cities in the world, and gives you plenty of exploration whilst doing our other cultural activities.



Many of these organisations operate or began at grass roots levels, and have either grown (like Tramlines) or are growing (like No Bounds). However, more could be done to further establish cultural anchors in the city and strengthen the city's cultural offer. This includes the provision of ongoing support to smaller cultural events and activities within this sector which are vital to the city's cultural landscape.

02 THE CHANGING ROLE OF THE CITY



The Covid-19 global pandemic has changed the way we live, work and socialise and impacted the way we use and view cities.

The Covid-19 global pandemic has changed the way we live, work and socialise and impacted the way we use and view cities. The Centre for Cities High Streets Recover Tracker identifies that Sheffield is recovering faster than some other regional cities; but ultimately, the pandemic has led to an acceleration of pre-existing trends that are changing the role of the City Centre:

- » Move from in-person shopping to online and decline of anchor stores within City Centres
- » Increased residential presence, mainly led by students and young professionals
- » Shift towards knowledge-based sectors away from industrial and manufacturing
- » No 'one size fits all' – each city has always had its unique opportunities and challenges
- » Increased demand for experience-led leisure activities such as eating out and culture and entertainment. In addition, 'in-home' leisure was increasing with the rise of Netflix and Deliveroo for example

The pandemic has also highlighted the growing prominence of new trends for cities, as well as shifts in Government approaches and new initiatives:

Levelling Up Agenda

Spread opportunity more equally across the UK- increasing public investment outside the South East in particular.

Localism

A desire to shop locally to support independent businesses and the high street.

Key Workers

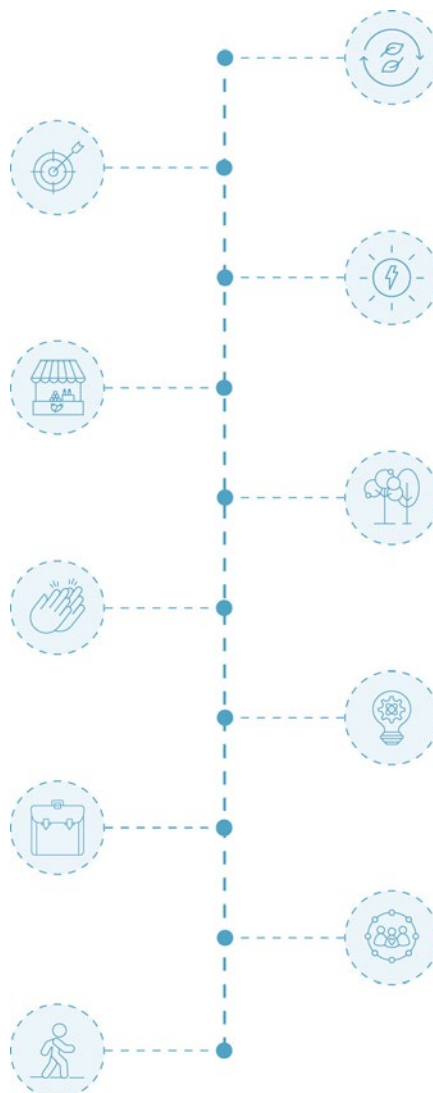
Renewed recognition on the importance of the role of the key workers and how this may be recognised in initiatives.

Agile Working

Companies have increasingly adopted agile working policies with more employees working from home.

Sustainable Transport and Healthy Streets

Providing active travel infrastructure and a step change in local bus services to improve local air quality, improve people's health and reduce carbon emissions.



Net Zero Carbon

The importance of sustainability and cities reducing carbon emissions.

Digital

Expectation of digitalisation of cities with superfast broadband for at home working, as well as the city using data smartly.

Outdoor Space

Increased demand for access to good quality outdoor space and access to outdoor pursuits to stay fit and healthy and improve well-being.

Innovation

Responding in innovative ways on how to re-use vacant high street units or old manufacturing areas.

Re-purposing

A city needs an active and vibrant groundscape with activities and events that attract people to come to live, work and for leisure as well as new uses for existing buildings.

2.1 Rethinking the City Centre

The COVID-19 pandemic has led to significant changes to the landscape within Sheffield City Centre which will underpin the future vision for the city:



The nature of **workplace** is undergoing change with a 'new normal' yet to emerge. As such, Sheffield City Centre can expect changes to office space supply and demand in the longer term, particularly in terms of type and offer. However, whilst commentators share a mixture of views on the matter nobody predicts a future that does not include for many jobs still to be carried out in City Centre locations and current evidence shows there is strong demand for Grade A office space.



Sheffield's City Centre is key to unlocking new solutions to the **Climate Change Emergency**. Strategically located, the City Centre should act as a hub for the city region's public transport network whilst simultaneously supporting new modes of active travel and sustainable housing growth. This will relieve pressure for development on greenfield sites elsewhere in the City Region and subsequently protect regional biodiversity.



It is well known that the **City Centre retail market** has contracted, marked most recently by the closure of two department stores- John Lewis and Debenhams. The loss of these anchor tenants from Sheffield's high street will bring about a significant change to the wider retail landscape but presents new opportunities for other high street chains, smaller independent retailers and organisations which are active within Sheffield. For example, this provides a significant opportunity to repurpose existing buildings as well as rethinking the 'groundscape' of the City Centre working with academic institutions, the leisure, arts and culture sector in particular to bring innovative ideas to the streets, public spaces and vacant units.



During the pandemic, the benefits of **outdoor living and working from home** as a choice began to become evident. Despite this, emerging trends point towards ongoing demand for City Centre living to benefit from the lifestyle it offers, which the City Centre should capitalise on.





There is a fast return of the City Centre leisure economy. **Leisure, arts and culture** are increasingly the reasons why people are choosing to visit the City Centre. The importance of these sectors is emerging as a counterpoint to the more traditional urban pursuits such as shopping. Arts and culture are currently being disrupted not only through the advancement of digitisation but also through the increased use of artificial intelligence.



The pandemic dramatically altered how people across the UK spend their leisure time. **Footfall** in Sheffield City Centre fell dramatically as a result of government-mandated lockdown restrictions. Since restrictions eased, footfall in the City Centre has increased as more people head out to shop, eat and socialise again. However, footfall recovery remains low at 57% of pre-pandemic levels in August 2021. Encouraging visitors to return to the City Centre will require providing continued support to Sheffield's hospitality businesses.



The City Centre more than ever has an important function to deliver **health and well-being** benefits to its residents through green spaces, well-designed public spaces, walking and cycling routes, delivering on its net zero carbon objectives and making the most of its natural assets in creating new communities.



03 SHEFFIELD, HERE AND NOW



Our City Centre is changing right now. Building on recent investment in the city, the map below outlines the positive changes which are occurring in our City right now – from developments which are currently on site to pipeline schemes for some of the City's key priority sites.

3.1 Strengthening the Spine

The City Centre core is focused around a figurative 'central spine' running from Castlegate, Fitzalan Square and High Street onto Fargate, along Pinstone Street and down through The Moor.

There is a critical mass of activity happening along the spine to bring more people into the City Centre to live, work and play. We are building a new heart of our city. The Moor has been transformed. There are new plans in place to reinvent Fargate. The areas around Pinstone Street, Moorhead and Cambridge Street are changing with many cranes puncturing the skyline.

The ongoing plans to strengthen the City Centre's spine between Castlegate and The Moor, primarily through the Heart of the City development, has been the Council's primary focus in recent years.

As intended, this public and private sector investment and commitment has undeniably provided a real confidence with investors and developers in the city region.

Further detail is provided in the following sections of this document.

- 1. The Moorfoot Building
- 2. Former Debenhams
- 3. Former John Lewis
- 4. Sheffield Town Hall
- 5. Graves Art Gallery and Central Library
- 6. Sheffield High Street and Fargate
- 7. Castlegate
- 8. Connecting Sheffield
- 9. Heart of the City

■ Sites within the central spine



Map adapted from Arup

Key Projects within the central spine

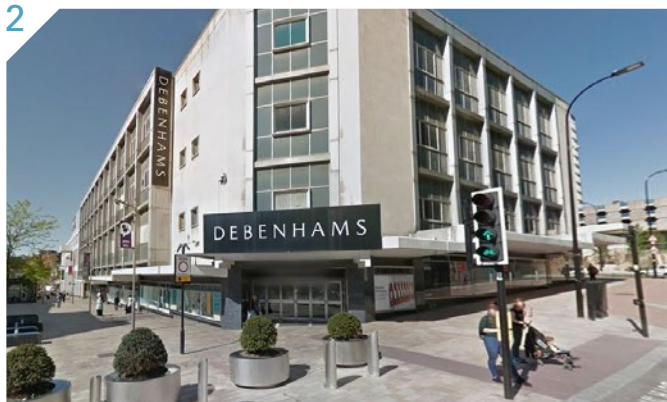


1 The Moorfoot Building

Moorfoot was occupied as part of the Council's Accommodation Strategy in 2011. Options for a new accommodation strategy are being worked through as part of how staff will work in the future given the emergence of hybrid working models. The future of the Moorfoot Building itself (adaptation or replacement) is currently being considered.

2 Former Debenhams

The Council will work with the leaseholders of the former Debenhams building and will support the mixed use development of the site. This will include potential re-use or replacement that compliments and enhances the Moor and Heart of the City.



3 Former John Lewis

The closure of the John Lewis shop brings about an exciting opportunity to rethink the future of this key strategic location. With all legal and financial settlements now agreed with John Lewis, the Council has 100% ownership of the building and the future of the site is in the City's hands. It is a crucial site in the city centre so it is important that no knee-jerk decisions are made and all options are carefully considered. The issues with the building are now understood which will provide clarity as to the options, costs and opportunities available for the site.



4 Sheffield Town Hall

A significant historic asset in the City Centre, and a Grade I Listed Building. Following refurbishment over 10 years ago, this facility will remain as the centre of democracy for the people of Sheffield, with continued investment to ensure it will always be fit for purpose.



5



5

Graves Art Gallery and Central Library

Our vision is to redevelop our central cultural offer as the National Gallery for the North along with modern fit for the 21st Century Central Library facilities. We will work with Sheffield Museums, Library Services, and the Culture Collective to develop funding options for a National Gallery and then work with Government to develop the business case for delivery. This work will include the strategic options for the Central Library. Meanwhile, through existing capital funding, the Council will provide match funding through investment in the existing Surrey Street building. Longer term funding options will include work with Arts Council England, The national Lottery Heritage Fund, Charitable Trusts and Foundations, private sponsors and individual donors.

6



6

Sheffield High Street and Fargate

The Council has secured £20.8m of public sector investment including £15.8m from the Government's Future High Street Fund. The scheme seeks to address increased vacancy rates and the decline in retail through a number of actions including: the acquisition and refurbishment of property to provide a new music, arts and cultural venue alongside a maker space and flexible workspace; Investment in the public realm with new seating, lighting, planting, and infrastructure to host outdoor events; and working with landowners to bring forward new uses for vacant and underused property..

7

Castlegate

The City Council has been successful in securing £20m in Levelling up Fund money. £15m will be for the regeneration of the former Castle and Market site. The remaining funding will be for Harmony Works in Canada House and S1 Art Space at Park Hill. The Council will work with stakeholders and the community to ensure that the regeneration of the site is delivered through co-design with the community. A series of engagement and consultation events will be run during 2022 as part of the design and delivery process. Options for skills and innovation led regeneration will be worked through with stakeholders.



3.2 The Heart of the City

This is the Council's flagship redevelopment scheme - £470m has been injected into the Heart of the City to redevelop and strengthen a key section of the central spine.

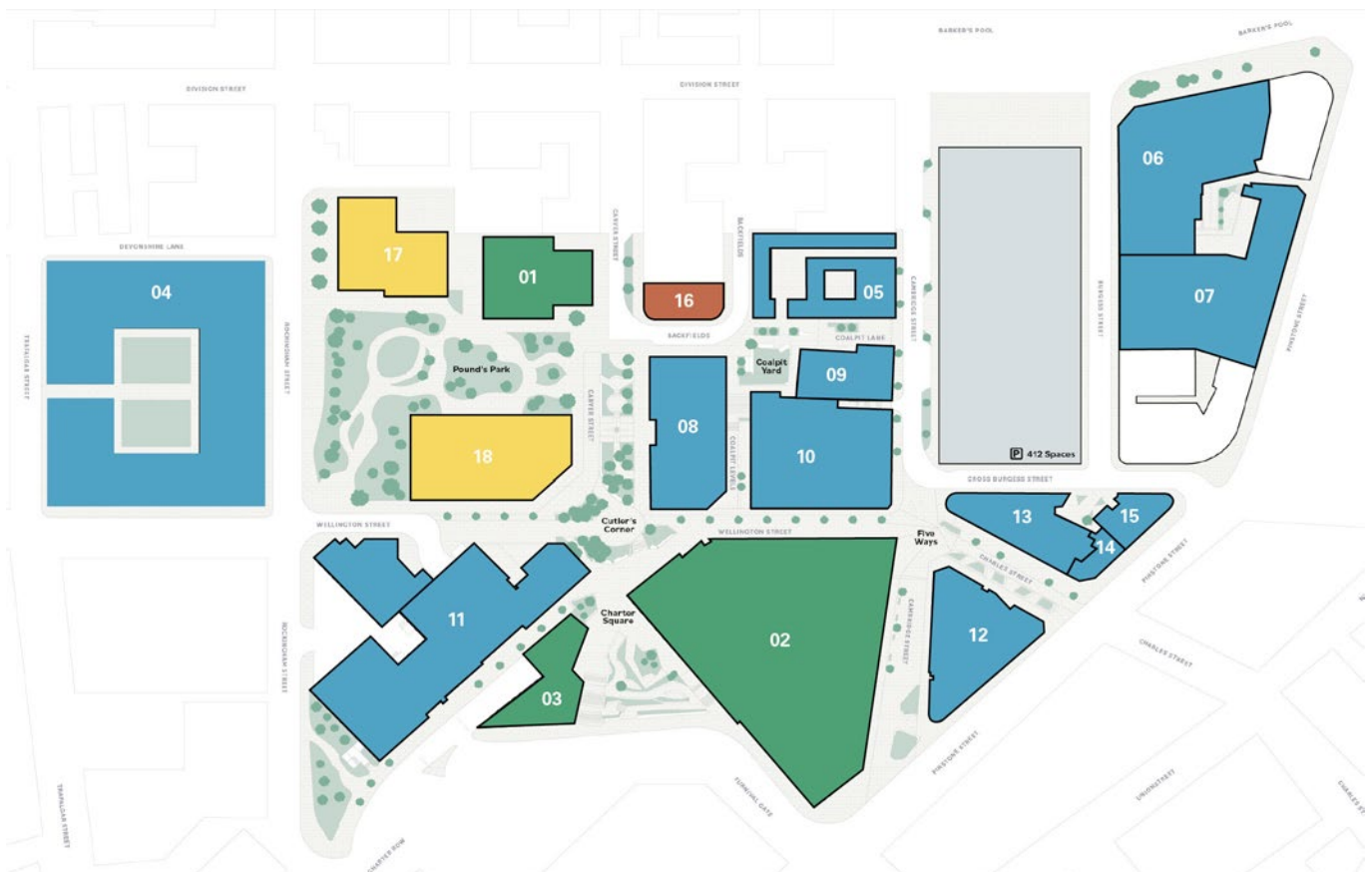
Heart of the City will transform the City Centre offer for retail, food and drink and leisure, as well as delivering a thriving mix of new homes and places to work.

As one of the largest urban regeneration schemes in Britain, this ambitious project will help to drive the economy and growth as we recover from Covid-19. It will see new attractions open to attract more visitors, create more jobs and encourage more people to live in the City Centre.

A phased approach to delivery has been adopted in bringing forward the Heart of the City masterplan:

Phase Progress

Phase One Complete	
01. Cubo (28 Carver Street) 02. Grosvenor House 03. The Furnace	
Phase Two On Site	
04. Kangaroo Works 05. Leah's Yard 06. The Gaumont 07. Radisson Blu Hotel 08. Elshaw House 09. Bethel Chapel 10. Cambridge Street Collective	11. Telephone House (449 Parking spaces) 12. Issacs Building 13. Burgess House 14. Athol House 15. Laycock House
Phase Three Planning/ Consented	
16. The Combhouse	
Phase Four Future Phase	
17. Carlisle House	18. Stirrings Place




Stats Source: <https://heartofsheffield.co.uk/>




Stats Source: <https://heartofsheffield.co.uk/>


£3.7BN of economic activity by **2030**


SEVEN HECTARES 

up to **7,000 NEW jobs**

420 NEW homes 

£470M investment

250,000 sq ft of shops and leisure space 

500,000 sq ft of workspace 

Heart of the City Projects



Image Source: <https://heartofsheffield.co.uk/development.html> | Satellite image: Leonard Design





1 Grosvenor House

A new office building which was completed as part of Heart of the City Phase 1. Grosvenor House accommodates HSBC and CMS as well as a selection of clothing and food and beverage retailers.

2 Isaacs Building and Burgess House

Due to be completed by early 2022, the Isaacs Building will comprise modern office space accommodating c.400 workers. Burgess House will be redeveloped into 52 new city centre apartments.

3 Radisson Blu

The 154-room hotel on Pinstone Street is currently under construction and overlooks the Peace Gardens and Town Hall.

4 Kangaroo Works

A residential development which will house 364 new apartments.



5 Pounds Park

A brand-new high quality public park at the heart of the City Centre that will link seamlessly with the new Charter Square, Barkers Pool and Peace Gardens. A multitude of experiences will be created, including spaces for play, relaxation, and socialising – all within a green and attractive environment that creates an oasis for people to spend time and relax.

6 Cambridge Street

As one of the oldest streets in the City Centre, Cambridge Street is set to become a significant cultural and social hotspot. Construction is already underway- the Cambridge Street Collective will feature a new food hall, fine-dining restaurant and a live entertainment venue at the Bethel Chapel building. Leah's Yard will also provide new working space for Sheffield's makers as well as independent retailers. The scheme is due for completion in Q4 2022.

7 Elshaw House

The city's first net zero carbon-ready office building – Elshaw House – will contribute to the Council's long-term ambitions to create a more sustainable and greener city.

3.3 Key Projects beyond the spine

The backbone of the City Centre

Beyond Sheffield's Central Spine lies several key development sites and opportunities for growth.



Map adapted from Arup

1 Devonshire Quarter

A new emerging residential district catering for a range of occupants. Eyewitness Works is one of the first residential schemes to be brought forward in the area. A proposed 6 storey residential development. The scheme will bring the landmark Grade II Listed Eyewitness Works and Ceylon Works buildings back into active use and provide around 100 characterful loft apartments and town houses.



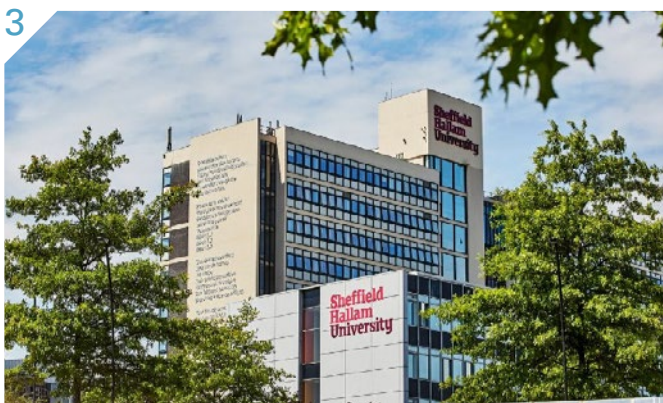


2 The University of Sheffield

Creating a safe, high-quality City Centre campus is central to the UoS masterplan. This will link the campus to the City Centre's Gold Route as well as surrounding neighbourhoods in the City Centre. .

3 Sheffield Hallam University Campus

SHU has created a Masterplan to guide the development of its campus for the next 20 years. The plans will see the University investing around £220m to move all its operations to a single transformed Sheffield campus in the heart of the City Centre.



4 West Bar Square

West Bar is a 7-acre private sector led development which will become one of the largest mixed use regeneration projects in northern England with an investment value of over £300m. West Bar will be brought forward as a mixed use live-work scheme with new homes provided alongside high-quality workspace. New cycle spaces will be delivered alongside a multi-storey car park and hotel, all set within a high-quality public realm surrounded by ground floor cafes and bars.

This transformational project will tie together the northern fringe of the City Centre and Fargate with Kelham and Castlegate and removes a physical and psychological barrier from Burngreave to the city centre. The redevelopment will become Sheffield's premier opportunity for large-scale office occupiers. Site clearance and ground preparations for the £150m first phase are under way and construction will commence early in 2022 funded by Legal and General.



5 Ponds Forge

Ponds Forge is currently undergoing a process of modernisation and is due to reopen in January 2022. This will be an important asset for Sheffield residents as more people live in the City Centre.

6 Park Hill

A Grade II* listed building currently in its second phase of redevelopment. This follows successful completion of Phase 1 which delivered 260 homes and 10,000 sq ft of workspace to Sheffield City Centre.

7 Kelham Island

Plans have also recently been consulted on to further support the development of Kelham Island as a City Centre-fringe neighbourhood for the implementation of new walking and cycle routes connecting the City Centre to Kelham Island and enhancing the ability for the area to host pavement cafes, restaurants, bars and events.



8 Sheffield Midland Station and Sheaf Valley Development Framework

Whilst Midland Station currently provides a good range of facilities, customers are increasingly demanding more from their travel experience – better comfort, improved facilities and greater choice.

The anticipated arrival of improved rail services into Sheffield will bring additional rail capacity and frequency, transforming Sheffield’s local, regional and national connectivity. However, these will only be successful if Midland Station and the integrated transport hub can accommodate the increased numbers of passengers and provide the right environment to encourage development

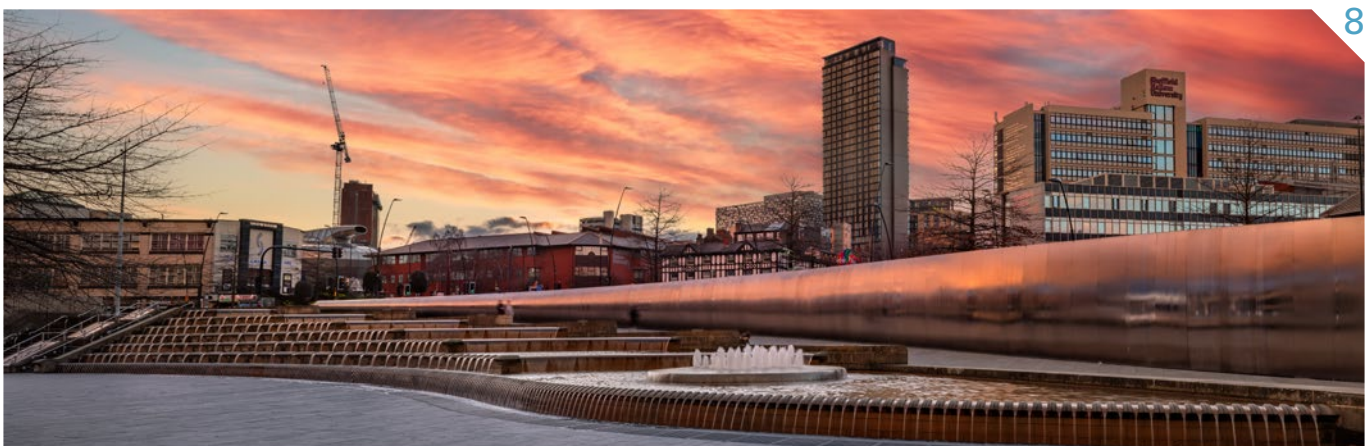
The station district must be remodelled to become an integrated travel hub, making it easier and quicker to adopt public transport, interchange between transport modes and enabling walking and cycling.

There is also a need to address existing issues around the station such as traffic congestion, poor air quality, conflicts between taxis and station pick-up / drop-off and connectivity with wider communities and city areas.

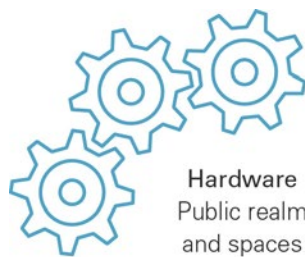
The area around Midland Station is in need of regeneration and has a large amount of unrealised development potential.

Whilst the 2002 improvements to the station buildings and public realm provides a very high-quality arrival point, there are opportunities to transform this important gateway to the city centre. Over the next 15 years this area will become an increasingly important focus of new development with a phased programme of infrastructure and development being planned and delivered.

Building on the extensive studies carried out previously, the first area of focus will be the development site and opportunities immediately outside of the station together with proposals to tackle existing accessibility conflicts. This phase will also involve carrying out technical assessments for a proposed major new cycle and footbridge over the station in order to remove the severance which currently separates Park Hill from the core of the city centre.



3.4 People's Perspective



Humanising Public Space

The City Centre is for people, curating spaces, creating an atmosphere and offering unique experiences that attracts all people including families, young people and retirees to visit and ultimately live in the City Centre- this is an important spoke to the future success of the City. There should be a sense that there is always something going on – with public spaces generating a rhythm of activity or a programme of events across the City Centre. This should be driven forwards by utilising the ‘hardware’, the public realm and spaces and the ‘software’, stakeholders and people already in place.

The City Centre needs to move beyond public spaces that look-and-feel too formal and regimented – there is a clear opportunity for parts of the City Centre to be more playful and colourful, and create spaces in which adults and children of any age find surprising, quirky or unexpected.

Through early stakeholder conversations, potential interventions suggested to create an atmosphere and offer unique, people focussed experiences in the City Centre include:

- » Installing **new fountains** in public spaces similar to those found at Sheffield’s Peace Gardens or providing other interesting and **interactive water features**
- » **Improve fragmentation and disconnection** between different parts of the City Centre using the existing hardware in a different and creative way. This sentiment was behind successful projects such as New York City’s High Line, Toronto’s Bentway, Calgary’s Flyover Park and Seattle’s Colonnade Freeride Trail
- » Installing **covered arcades** down the centre of pedestrianised streets and providing dedicated undercover performance locations for **street performances**, theatre or busking
- » Supporting the delivery of more **outdoor facilities** that connect to the Outdoor City (e.g. at Pounds Park and Castlegate) and providing new health & wellbeing facilities in the City Centre, such as, outdoor fitness facilities, a safe outdoor climbing wall, a measured circular walking and running route
- » **Family focussed experiences** including trampettes, quality play areas interactive exhibitions (potentially as part of a new museum as well in the public realm), a musical pocket park, installing **interactive sculptures / public art** of Sheffield legends
- » Making retail space available to **carefully selected outlets** that will add something different to the city centre. Potential for a dedicated **‘experience based’ retail outlet** – showcasing outdoor sports / equipment and the Peak District



04 SECTOR SNAPSHOT



4.1 The Challenges



Office

Change in employee preferences and working patterns will have a direct impact on corporate estates strategies in the future.

Office provision is geographically fragmented with little differentiation between offers. There currently exists a lack of Grade A office space of sufficient quality and suitable EPC standards within the City Centre. There is also a need to diversify the offering to accommodate new hybrid and co-working arrangements following the Covid-19 pandemic.



Residential

Lack of choice for City Centre living – Sheffield is currently seen as a place for work, lacking the environment and amenities required for City Centre living.

Over domination of student living in the City Centre – limited offer catering for different market needs.

Providing homes for all – There is a need to diversify the current residential stock in the City Centre to accommodate multiple housing types and tenures. This should attract a wider demographic including families and downsizers and be supported by delivery of new City Centre amenities.



Employment

Increasing employment opportunities – Through attracting new companies and businesses to grow the economy and provide jobs in the City for all.

Graduate retention- Retaining graduates in professional services long term in Sheffield is currently a challenge with strong competition in other regional cities (Leeds, Manchester and Birmingham). Research suggests that this low long term retention rate is due to a lack of visibility of opportunity and progression in roles in the region.



Public Realm and Connectivity

Sustainable transport within the City Centre needs improvement – fragmented areas, poor pedestrian and cycle infrastructure outside the core. The bus network within the city is not coherent or user friendly, with people often experiencing long delays and unreliable journeys across the City Centre

Public realm outside the core needs improvement- activation of the public realm and ground floor is needed to encourage more movement within and between areas of the City Centre.



Retail

The city needs to redefine its offer and re-purpose vacant City Centre units to future proof its economy.

Retail, leisure, hospitality and cultural sectors impacted by recent trends – decline in footfall, loss of anchor tenants.

With a new trend to shop locally, a key challenge will be encouraging people to return to the City Centre post Covid-19.



Hospitality and Tourism

Early evening leisure offer is lacking – which in particular would be attractive to City Centre residents.

Encouraging visitors to stay in the City Centre rather than in suburban / rural accommodation will be a key challenge following the pandemic.

Climate Emergency



Responding to the climate change emergency must grow as a priority for all development and activities in Sheffield.

There is a need for all new developments to consider how to contribute to achieving net zero targets as well as facilitating actions to change the habits of all users of the city; residents, workers and visitors, to live lower carbon lifestyles.

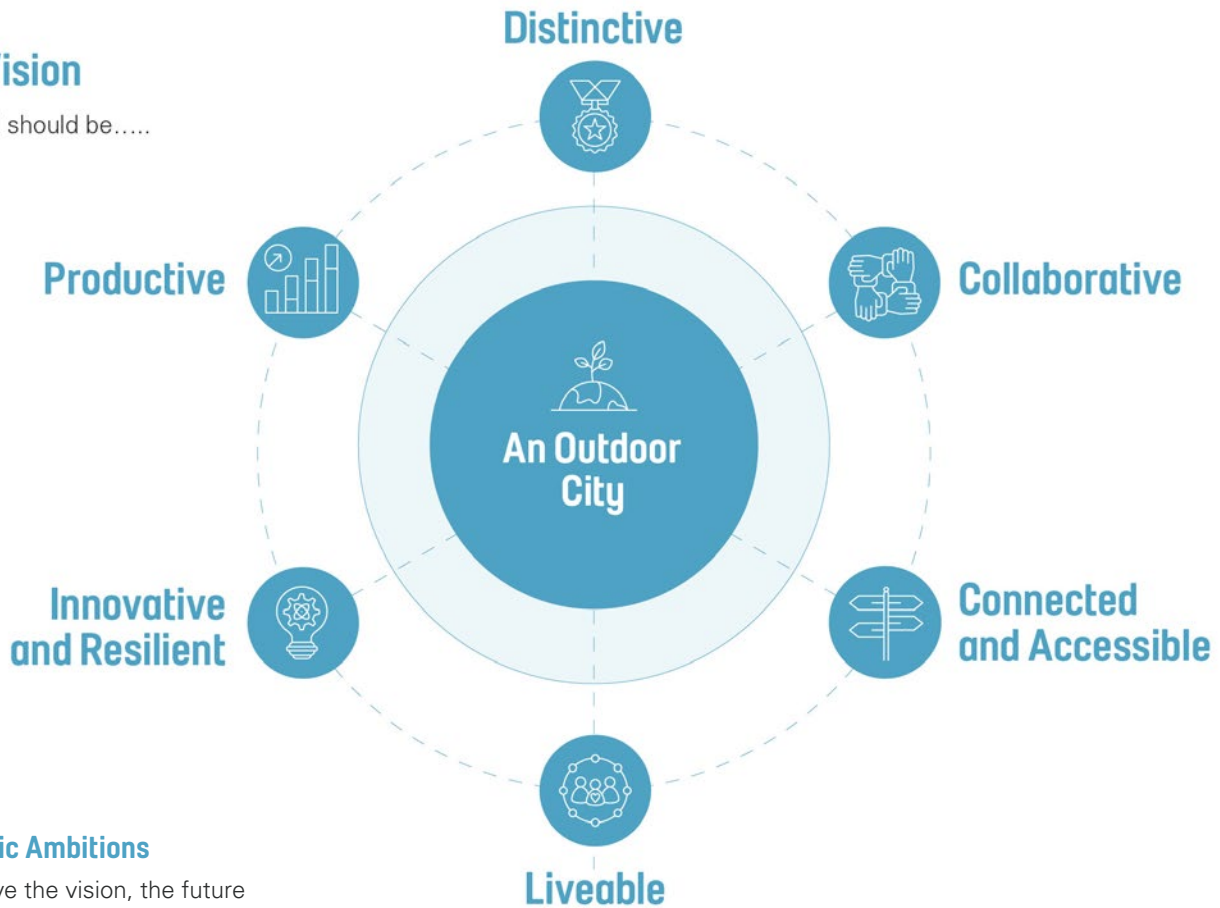
05 THE VISION AND SHAPING THE CITY CENTRE FOR THE FUTURE



5.1 A Vision for Sheffield City Centre

The Vision

Sheffield should be.....



Strategic Ambitions

To achieve the vision, the future City Centre will be shaped by five key strategic ambitions:



Ambition One

Building a resilient City Centre that supports a strong economy and offers a diverse range of employment opportunities for all.



Ambition Two

Creating a clear sense of place for the city by shaping distinctive and inclusive neighbourhoods in which a diverse demographic of people can live, work and play.



Ambition Three

Delivering enhanced connectivity and accessibility for the City Centre through integrated and sustainable transport for everyone in the community.



Ambition Four

Establishing a sustainable and environmentally friendly City Centre.



Ambition Five

Bringing the outdoors to the City Centre, creating attractive high quality spaces and places that facilitate health and wellbeing for all.

Collectively, the five strategic ambitions are the building blocks to creating a successful City Centre, addressing head on how the city will move forward in the short term responding directly to the impacts of the pandemic and the changing role of the city.

The Vision

Sheffield should be.....



An Outdoor City

- » The City Centre must play its part in bringing the outdoors into the City Centre.
- » Create new green infrastructure where gaps in provision are identified to increase biodiversity in the City Centre and build on the success of the Grey to Green initiative. Consider opportunities to include dynamic, people focussed activity in public realm as well as improving the environmental quality of existing streets, squares and spaces around buildings.
- » Encourage retail, leisure, cultural, civic, commercial and academic organisations to make use of public spaces to celebrate the streets and encourage vibrancy.
- » The City Centre has an important function to deliver health and wellbeing benefits to all its residents.



Distinctive

- » Create differentiated neighbourhoods that have a distinctive 'look' and 'feel', that are connected, inclusive, resilient and safe.
- » Celebrate Sheffield's unique character and history through development which amplifies a connection to its most distinctive architectural, historical and cultural assets and strengthens the City's place-based narrative.
- » Develop cultural capital including iconic public buildings that drive the visitor economy.



Liveable

- » Encouraging a more diverse residential offer is important, having housing options for all that are well-designed and built to appropriate quality standards and linked to wider planning and environmental policy. This includes providing different housing types and tenures to meet the needs of a diverse range of people, including (but not exclusive to) families, downsizers and older residents.
- » Target residential populations that have growth potential for City Centre living, including public sector, healthcare, education and hospitality sectors who make up a significant population.
- » Create neighbourhoods that help establish communities and sustain local services. Design streets at a human scale at the ground floor.
- » Create 20-minute neighbourhoods whereby local services and amenities are within short travel distances from residents' homes.
- » Support higher quality infrastructure to encourage active travel, with dedicated space for cycling and 'healthier' streets for people along with a bus and tram network that is more reliable, faster, cleaner, and supports better interchange and connections in the City Centre, to reduce the number of private car trips.



Productive

- » Consolidate and connect the commercial cores to drive critical mass benefits and help a sector focus in key growth areas to emerge.
- » Celebrate and support the growth and retention of Sheffield's maker industries and SMEs to strengthen the local economy and provide more job opportunities.
- » Secure jobs growth in key growth sectors in the City to support the delivery of new housing.



Innovative and Resilient

- » Respond to the challenges faced by the city with innovative ideas that change the role of the City Centre and improve its resilience.
- » Respond to the climate crisis with ambitious, clear and implementable actions. This will support the development of a sustainable and resilient city that achieves on its net zero strategy.
- » Require all future development and activities to help achieve the City Council's Net Zero Carbon targets, reducing embodied and operational carbon of all buildings and activities. Encourage the adoption of new technologies to accelerate carbon reduction strategies and invest in infrastructure which facilitates the adoption of low carbon lifestyles.
- » Change and diversify the retail core, thinking differently to repurpose vacant units to create a more magnetic, attractive and sustainable destination for residents and visitors.
- » Create a flexible and adaptable commercial office stock to respond to future of work trends.
- » Implement new types of housing delivery models which help catalyse City Centre living and maximise social value.



Collaborative

- » Be famous for Sheffield's collective ambition to create a city of choice for living, working and leisure.
- » Encourage development to be brought forward comprehensively that adopts a wider Masterplanning approach to delivery to achieve cumulative improvements.
- » Implement a collaborative approach to development in the City Centre with the public and private sectors working in partnership for long term results.



Connected and Accessible

- » Delivery of integrated transport improvements comprehensively across the City Centre, including bus, tram, road, rail, cycle and pedestrian infrastructure. The City Centre should be easy to access by high quality public transport, that people see as a preferred choice, from across the city and further afield.
- » Improve wayfinding and legibility across the City Centre to better connect neighbourhoods and districts and overcome road barriers and topography challenges. Integrate the City Centre into surrounding communities, transcending physical barriers such as the ring road.
- » Use the outdoor city narrative to encourage active travel, green transport solutions and better use of public spaces.

Ambition One



Building a resilient City Centre that supports a strong economy and offers a diverse range of employment opportunities for all.



Jobs and Economy

Ensuring that Sheffield is a great place to work and do business is pivotal. The City Centre will have a strong economy, playing a greater economic role in the region and will further enhance the opportunities and resilience of jobs and the economy by addressing:

The Productivity Gap

Gross Domestic Product (GDP) is 20% lower and average wages are 15% lower than the UK average (Centre for Cities, 2019).

The People Gap

Deprivation is evident in the city, as is the growing need to address immigrant and minority under-employment (Sheffield City Partnership, 2020, p. 16)

The Talent Retention Gap

Medium and long-term graduate retention is low. Graduates seeking advanced careers are locating to other UK regions (Broome, 2018).

Recognising the opportunity that the City Centre represents in supporting the economic growth ambitions of the Council, three strategies will help define the role(s) the City Centre can play to advance the knowledge-based economy, namely: fostering entrepreneurship and SME growth; attracting knowledge-intensive tenants; and address the skills mismatch.



Future Of Work

In line with many areas of our society, the way we work and the way we use the office is changing, as people adapt to a 'hybrid' working culture, where employees balance some remote working with fewer days in the office. Between Q1-Q4 2021, this change in behaviour had a direct impact on office take-up in Sheffield which fell over 50%. However, as we exit lockdown, demand-side prospects for office space in Sheffield are changing given the take up of new office space in Heart of the City. Demand for Grade A office space continues to outstrip supply in the City Centre.

It is undeniable that the Covid-19 pandemic has reshaped how, where and when people choose to work. Changing working patterns will inevitably change the amount of time individuals spend in City Centre workplaces, but it may also change the way workers use the City Centre.

However, despite the changes in working patterns people will continue to need spaces to come together, collaborate and build relationships. Offices and co-working spaces are natural places to do this and the City Centre remains the most convenient place to locate.

Reorganising and repurposing existing buildings for new working methods, with larger meeting spaces, more hotdesking and social environments will ensure businesses can adapt to the changing patterns.

A good supply of space to work but also meet, socialise, play and dine is important for advancing the city's employment, productivity and workspace agendas and to attract and retain jobs and investment. Providing more Grade A office space to meet the demand is important, particularly as spaces for collaboration and building relationships.



Business Districts

The City Centre will continue to be a great place to do business and to work in centred around 4 business districts:

Central

Quality accommodation with direct access to the central core, including Heart of the City and Sheaf Valley.

Riverside

Large floorplates offering a waterside setting and direct road access.

Cultural Industries Quarter and Castlegate

Creative, cultural and digital industries with many in distinctive, repurposed industrial and former retail buildings.

Each of the offers in these districts will need to develop and adapt to the future of work trends to meet future needs, including being digitally connected, flexible and low carbon. The City Centre should also become a magnet for zero carbon and environmentally responsible businesses which will contribute to greening and futureproofing the City's economy.



Importance of SMEs to Economy

It is a blend of businesses, SME's and start up's across all sectors including rapidly growing sectors in the creative, digital and advanced manufacturing industries that will ensure that the City Centre has a strong and successful economy that will attract and retain talent.

The city needs to support SME's and new businesses and ensure there is start up, accelerator and grow on space available in its business districts to accommodate the growth at all scales in these sectors who will in turn bring fresh ideas, new confidence, focus and drive to the City Centre.



Advanced Manufacturing

Building on Sheffield's manufacturing heritage, the city is now home to numerous world-class companies developing cutting-edge manufacturing techniques to drive forward new innovations in advanced manufacturing, light-weighting and materials production driven out of the Innovation District (including Advanced Manufacturing Research Centre (AMRC) and the Business park) to the east of the City Centre. This is supported through significant R&D activity at The University of Sheffield.

Bringing Together Research and Business

Sheffield has had great success in linking research with business, such as the AMRC. These types of connections should also permeate through the City Centre, capitalising on opportunities for collaboration and start-ups – The Cultural Industries Quarter is a good example of this already happening.

A further opportunity exists to repurpose buildings and use public spaces in the City Centre to help showcase the activity underway that is driving innovation in these fields.

This may include a central hub(s) at Castlegate as a spoke to the Advanced Manufacturing Innovation District and the Sustainable Fuels Innovation Centre.



Role of Universities

Vital to the success of Sheffield City Centre is maintaining investment into the knowledge economy. The University of Sheffield and Sheffield Hallam are two major City Centre anchors, employers, landowners and drivers of economic growth.

Their expansion plans will have a marked impact on how the future city is shaped. The Universities will have an important part to play in delivering quality public spaces, enhancing connectivity and permeability and utilising public spaces to celebrate the streets and create an Outdoors City Centre.

 **Heritage**

The best global cities use their heritage and history to differentiate from the rest and to establish energetic, 21st Century versions of themselves that maximise opportunity and the quality of life of residents.

Sheffield is proud of its industrial heritage and the part it played in the Industrial Revolution as well as how its historic environment has helped shape the City landscape today. This is an important part of Sheffield's identity and character giving the city a unique quality that differentiates it from other UK cities. The City's Conservation Areas and historic environment must continue to be conserved and enhanced and historic buildings repurposed (where needed) to help curate a future distinctive City Centre that builds on its unique history and heritage.

Made in Sheffield

Made in Sheffield is a recognised brand that is reflected today in the 'City of Makers' and producers in sectors such as advanced manufacturing, materials technology, the creative and digital industries and brewing.

Re-purposing and working with our historic buildings alongside our producers and makers to develop distinctive neighbourhoods that retain and enhance the industrial character and charm provides a significant opportunity that does not exist in the same way anywhere else.



 **High Street Retail**

The face of retail is changing rapidly across the UK. Covid-19 has accelerated existing patterns of decline across the UK's high streets as demonstrated through the closure of two key anchor stores on Sheffield's high street, John Lewis and Debenhams.

Shopping has traditionally been one of the primary reasons for visiting a City Centre regularly. With the decline of this incentive, there is a clear need for Sheffield to redefine it's offer and repurpose vacant City Centre retail units to future-proof its economy. Facilitating and maintaining an active groundspace is key to future-proofing the vibrancy.

The physical shape of Sheffield's central retail area has been characterised for a century by its linearity.

With this in mind, the objective for the City Centre is to achieve a compact, walkable shopping area which supports and complements its many other functions as a hub of regional business, education, civic and cultural life and a growing resident population. This will be complemented by activities to re-define other traditional retail areas, including Castlegate and Wicker.

In the short term, the objective is to prevent voids from becoming a visible signal of decline.

 **Shop Local**

Independent and specialist retail and the markets play a crucial role- the identity of Sheffield and the City Centre is a place where these types of businesses will continue to prosper.

New trends in consumer behaviour emerging post-pandemic point to an increase in shopping locally, online shopping and purchasing goods from independent retailers- there was a 63% rise in spending at specialist, independent food and drink stores such as butchers or bakeries for example.

Division St and Devonshire St currently offer the main concentration of independent fashion, specialist shops and food and drink. The ambition is to retain the distinct character of this area and continuing to support independent retailers to thrive. Independent retailers will also be encouraged in different parts of the City Centre in incubator spaces and new neighbourhood centres with lower rents.

Diversification to Support a City Centre Resident Population

A growing residential population in the City Centre will need to be supported by a wide range of amenities including a retail and leisure offer that will appeal to the future residents, contributing to the vibrancy and activity across the City Centre.

There is potential to improve the quality and increase the quantum of good quality independent food and beverage operators in the City Centre, retail core and other neighbourhoods. The City Centre can be a platform for homegrown independents emerging from the wider food hall and street food scene, and graduate into high street units.

The City Centre should be much more than just a shopping destination. It must have an exciting and vibrant mix of restaurants, cafes, bars and cultural facilities, which will attract and retain people in the City Centre and support both the daytime and night time economy. The early evening economy is particularly important to a residential population.

Building resilient neighbourhoods that acknowledge future working trends and enable digital infrastructure is central to shaping the city of the future.

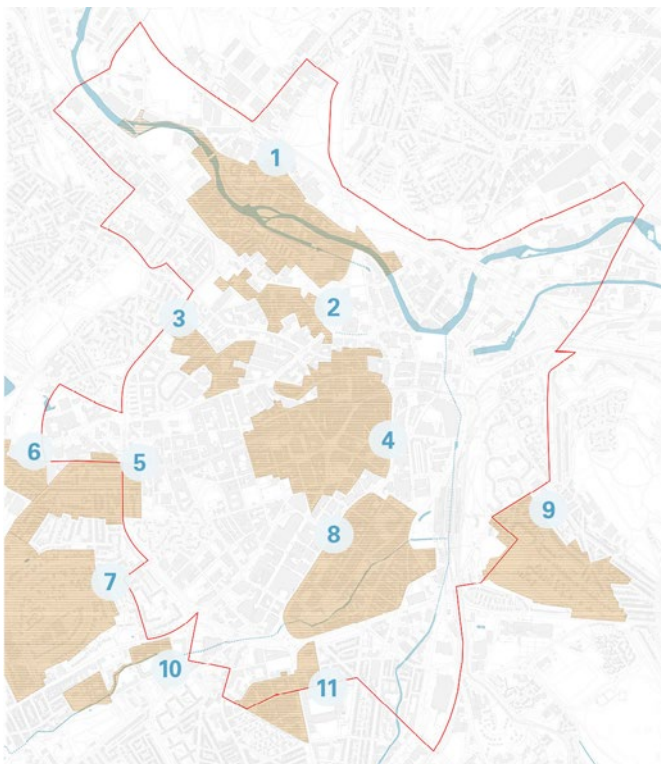


Image Source: Planit-IE, Conservation Areas within the central area boundary

1. Kelham Island Industrial Conservation Area
2. Furnace Hill Conservation Area
3. Well Meadow Conservation Area
4. City Centre Conservation Area
5. Havover Conservation Area
6. Northumberland Road Conservation Area
7. Broomhall Conservation Area
8. Cultural Industries Quarter Conservation Area
9. Norfolk Road Conservation Area
10. Porter Brook Conservation Area
11. John Street Conservation Area

Committed Actions and Planned Activity



[Provide a diversified city centre offering](#)

Comprising of a higher quality, more compact and connected primary retail and leisure core around Fargate, the Moor and Heart of City, with an equally strong offer of leisure, food and drink, great public spaces and a broad range of cultural attractions.

[Meanwhile uses](#)

Support the provision of meanwhile uses and controlled encroachment in streets and spaces to encourage people to spend time in the City Centre.

[Independent and Specialist Retailers](#)

Provide support for independent and specialist retail in Heart of the City, Moor markets, Chapel Walk, Castlegate, Kelham, Cathedral Quarters, Division Street and Devonshire Street Quarters.

[University Masterplans](#)

Work in partnership to ensure future plans deliver high quality public realm and improve the permeability and connectivity of the City Centre.

[New office developments](#)

New office space is to be provided through the delivery of the Sheaf Valley masterplan, West Bar and Heart of the City.

City Centre Digital Infrastructure

Urban living is a defining characteristic of 21st century life. By 2039, Sheffield’s population is projected to increase to c.652,300. This will generate new and exacerbate existing pressures on urban resources and infrastructures. Technology is increasingly viewed as a means through which these challenges of urban living can be addressed with technological advancements revolutionising the ways in which we live, work, and play.

The Council’s ambition is for the City Centre to be at the forefront of new digital and technological developments. This will help the City be more productive and competitive, create jobs, enable services to be delivered more efficiently and effectively and help respond to the challenges of climate change.

To achieve this, Sheffield will become a well-equipped city, that is proactive in understanding, testing, trialling and deploying new technologies to create sustainable, clean, green and flexible services that benefit the city and its people. The Council must continue to demonstrate that it is a pro-investment city that is open for business and encourage digital investment first.

Digital innovations can also help combat climate change through reducing emissions, strengthening resilience to climate related natural hazards and improving our capacity to act. In the City Centre this might include facilitating take up of alternative forms of transport, reducing the need to travel and reducing the energy requirements of buildings.


Around the globe, cities are adapting to technology in ways that bridge the promise of the future with the unique character each has built over generations.


In Cascais, Lisbon, the city has created an operational platform called the Digital Command Centre. This enabled the city to efficiently deliver data and insights across mobility, construction, waste management, civic protection, and emergency management.


In particular, a mobile phone app was built to connect the city to its residents and visitors, allowing them to report problems, upload photos, and learn about changes in the city’s services.


Improving Sheffield’s digital infrastructure will be key to supporting business and encouraging more people to live and work in the City Centre.

A series of City Centre interventions will be required to achieve this vision, including (but not exclusive to):

- 

The development of digital infrastructure across the City Centre, in the immediate term, the installation of fast fibre internet connectivity and 5G, and in the longer term ensuring digital infrastructure is updated continuously.
- 

The provision of smart transport solutions including: real-time travel information displayed at bus and tram stops and on Variable Message Signs (VMS); the integration of data with smartphones; and multi-platform transport apps which allow consumers to switch seamlessly between transport modes.
- 

The use of ACES (Autonomous, Connected, Electric and Shared) routes and other electric vehicles (including e-bikes, cars, buses and trucks).
- 

Providing complementary experiences for shoppers in the wake of increasing consumer demand for online shopping. This may include the development of click-and-collect stores which allow people to view and return items purchased online.

Ambition Two



Creating a clear sense of place for the city by shaping distinctive and inclusive neighbourhoods in which people can live, work and play.



Distinctive and Inclusive Neighbourhoods

Repopulating the City Centre through the creation of new neighbourhoods is central to the future success of the city. Delivering more homes in the City Centre will provide much needed housing and importantly act as the 'glue' to bring together and strengthen the key components that make up the City Centre.

These neighbourhoods will put people first, have sustainability at the core and be inclusive. They will collectively provide different housing types and tenures to meet the needs of a diverse range of people to create a more balanced, diversified residential population and achieve a vibrant, sustainable community in the City Centre.

Neighbourhoods will be delivered as part of a framework, that builds on the unique characteristics in each neighbourhood to redefine the roles of these areas and generate differentiated City Centre experiences. Further details on neighbourhoods is contained in Annex I.



Community Facilities and Amenities

To support the new and growing communities who will live and work in the City Centre, it is essential that residents have easy access to local services, community facilities and open spaces such as local shops, health facilities, education, meeting places, sporting venues, a range of open spaces each of which will provide for a community's day to day needs and help to further the communities' social wellbeing.

Additionally, a key challenge will be to improve wayfinding and legibility across the City Centre to link neighbourhoods and districts and overcome road barriers and topography challenges.

New neighbourhoods will ensure easy access to local community facilities for residents, delivered in the following way:

[Sheffield Local Plan Emerging Policy](#)

New residential developments will need to be located within easy access to local services (such as shops), bus stops, and 10-minute walk or cycle to a primary school and primary health care facility.



Sustainable and High-Quality Housing

The ambition is to create City Centre neighbourhoods that are of mixed types and tenures, that provide well-designed, high quality, low carbon homes that span the price points of the market so that more people are able to live in the City Centre and can do so affordably.

By definition, affordable housing comprises homes which are social rented, affordable rented, or intermediate housing such as shared ownership or rent to buy. This may also include affordable home ownership. By having a mix of affordable housing types and tenures, Sheffield will be best placed to tailor future housing solutions in the City Centre to those who need them.



[Health Facilities](#)

As the residential population grows, the City Centre will need to offer additional health services in new community hubs. Work is underway with the health sector to establish locations for this future provision.



[Education facilities](#)

New residential development is likely to increase demand for school places as well as nursery provision. Work is underway as part of the emerging Sheffield Local Plan to forecast future demand in the City Centre.



[Open Space](#)

An important part of contributing to the health and wellbeing of communities is providing good quality open space near to where people live. Open space provision will be created around a network of pocket parks and local parks, connected by the River/Canal corridors, as well as linear spaces created through projects such as Grey to Green. New standards will be set in the Sheffield Local Plan for open space provision in the City Centre.



Personal Safety

Addressing people's security needs is essential in the future development of the city. Enhancing measures which support the personal safety of residents is key to ensuring that residents in Sheffield can positively interact with their neighbourhoods and communities.

Enhancing security in the City Centre will also be key to encouraging people to use public spaces for exercise. Fear of violence and crime in outdoor areas is reported to be one of the most significant factors that deter people from engaging in physical activity in public spaces.



Purpose Built Student Accommodation (PBSA)

Recently, very high levels of PBSA development have been delivered in Sheffield's City Centre. A draft report by Cushman and Wakefield (2021) demonstrates that there is currently an oversupply of student accommodation. Development of further student accommodation should be limited to allow available land to deliver other land uses that are in high demand and currently have a low supply (i.e. residential and office).

A locational approach to future development of PBSA will be taken, highlighting areas of the City Centre in which PBSA should be directed and discouraging further development in inappropriate, poorly connected locations which detrimentally impact upon the connectivity of these developments to Sheffield's universities.

Future planning applications for PBSA development should also be required to demonstrate demand for the development before planning permission is granted.



The Safer Sheffield Partnership

The Crime and Disorder Act 1998 created the Safer Sheffield Partnership which has a statutory duty to address and reduce community safety issues in Sheffield and to produce a strategy every three years, setting out their priorities to reduce crime and disorder in their area.

Every three years the Safer Sheffield Partnership produces a document known as a Joint Strategic Intelligence Assessment (JSIA). The JSIA is an analytical document combining and assessing data from a range of partner resources.

Following the results of the JSIA, the Safer Sheffield Partnership has identified the following key priorities encompassing all of the crime and disorder types and themes:

- » protect vulnerable people
- » address the impact of drug supply
- » address the impact of crime and anti-social behaviour
- » create safer communities by supporting Covid-recovery and identifying new and emerging priorities
- » reduce reoffending.

These findings will form the basis upon which the Safer Sheffield Partnership will develop a revised plan for 2021-2024 that will focus on addressing community safety issues.



Inclusive Environments

Designing and managing the built environment in an inclusive way is essential to create a fair society and a sustainable future. An inclusive approach to planning, design and management is an opportunity to use creativity and agile thinking to make places that reflect the diversity of people who want to use them.

By definition, inclusive environments are:

- » welcoming to everyone
- » responsive to people's needs
- » intuitive to use
- » flexible
- » offer choice when a single design solution cannot meet all user needs
- » convenient so they can be used without undue effort or special separation and so that they maximise independence.

Future development of the City Centre must take into consideration comprehensive consultation with user groups, putting people who represent a diversity of age, ability, gender and community at the heart of the design process. This will be crucial to the success of creating a City Centre that can be considered an inclusive environment for all.

The City Centre should provide high quality new homes catering for all segments of the community including young professionals, families, the elderly and downsizers. This will create a more balanced, diversified residential population and achieve a vibrant, sustainable community in the city centre.

This should be coupled with the provision of supporting services, facilities and amenities to ensure everyone who wants to live in the City Centre is able to.

Alleviating homelessness in Sheffield is a key priority. To prevent homelessness in the City Centre, the Council will address inequalities that may exist by improving access to key community services such as education, training, housing and health.



Committed Actions and Planned Activity



Delivering new homes

There is an aspiration to deliver c.20,000 new homes in the City Centre. There are significant development opportunities across the City Centre to accommodate this quantum of homes including 5 neighbourhoods that have been identified as priority areas for growth:

- » Neepsend
- » Wicker Riverside
- » Castlegate
- » Moorfoot
- » Furnace Hill

Sheffield City Centre Action Plan

The Safer Sheffield Partnership are developing a plan which will address community safety issues in Sheffield in line with the outcomes of the JSIA.

Ambition Three



Delivering enhanced connectivity and accessibility for the City Centre through integrated and sustainable transport.



Healthy Streets

The City Centre will create streets that are inviting and safe to use and will enable users to pursue healthy and more active lifestyles. This means streets that aren't just about getting from A to B but are also a destination in themselves. Sheffield's streets will be places where people of all ages spend time, play and discover.

Future development of the City's streets will enable more people to walk and cycle as modes of travel and as a recreational activity. There will be a linked network of high-quality, attractive pedestrian and cycling routes throughout the City Centre. These routes will be accessible for all users, free of street clutter and better connected to radial routes, key destinations in the City Centre and transport hubs.

The 20-Minute Neighbourhood

In the wake of the Covid-19 pandemic, the concept of the 20-minute neighbourhood has grown in popularity.

This is essentially a complete, compact and connected neighbourhood, where people can meet their everyday needs within a short walk or cycle.

Developing new neighbourhoods with this concept in mind would give residents access to a range of frequently used facilities within a short walk, cycle ride or public transport journey from where they live.

This would require complimentary action to ensure that these neighbourhoods are 'low traffic' whilst also improving the local environment and air quality.

Overall, the 20-minute neighbourhood presents multiple benefits including:

- » boosting local economies
- » improving people's health and wellbeing
- » increasing social connections in communities
- » tackling climate change



Connectivity Between Areas and Neighbourhoods

Ensuring connectivity between existing areas of the City Centre as well as new neighbourhoods is essential to creating a seamless City Centre that is easy to navigate and engage with. This will require the delivery of integrated, planned transport improvements across the City Centre enabling people to get around the city more easily using low carbon, sustainable and inclusive ways of travelling including walking, cycling and public transport.

This should also include improved wayfinding and legibility across the City Centre to better connect areas of the City Centre, new neighbourhoods and districts.





City Centre Accessibility

Public transport will be easily accessible for all users and integrated with other modes. Bus, rail and the Supertram will be seamlessly interwoven to form a single, frequent, easily understood and low carbon metro style network, which offers faster and more reliable journey times to reduce reliance on the private car. This will provide a smooth and enjoyable journey for those arriving at and leaving the City Centre for work, study and leisure.

Any future rail enhancements will also create significant opportunities for Sheffield and it is imperative that there is a seamless integration between these potential schemes and the local transport network (including walking and cycling). The Sheffield Midland Station and Sheaf Valley Development Framework seeks to maximise these potential opportunities.

The Ring Road

The ring road currently severs the City Centre, acting as a major barrier to connectivity between the City Centre and areas such as Kelham Island and Neepsend. Through the Connecting Sheffield proposals, steps will be taken to minimise the negative impact that the ring road currently has on connectivity within the City Centre.

In the longer term, there is a drive to consider how parts of the City Centre can become car-less or car-lean. Other European cities have been bold in moving towards a car free agenda – Valencia has a 56 km long green ring road for pedestrians and cyclists connecting Valencia's metropolitan area and Amsterdam is greatly expanding the network of interconnected pedestrian routes in the City Centre.

Through the Connecting Sheffield proposals, steps will be taken to minimise the negative impact that the ring road currently has on connectivity within the City Centre. The Connecting Sheffield Programme will deliver significant high quality cycle and pedestrian access improvements from Kelham & Neepsend, Nether Edge and Attercliffe to connect in to cross city routes. This follows improvements delivered from Broomhall to the City Centre and connections as part of Grey to Green which comprises the start of the programme with wider network to be delivered through the City Region Active travel Implementation Plan.

Committed Actions and Planned Activity



[Connecting Sheffield Programme](#)

Connecting Sheffield is part of the long term vision for the future of travel within the city. A key aim is to support the delivery of integrated, planned transport improvements across the City Centre which will enable people to get around the city more easily using low carbon, sustainable and inclusive ways of travelling including walking, cycling and public transport.

The first phase of Connecting Sheffield is supported through the Transforming Cities Fund (TCF) and focuses on several key public transport routes and active transport corridors which include: the City Centre; Neepsend Edge-City Centre; Nether Edge-City Centre; Magna-Tinsley; Darnall-Attercliffe-City Centre; and Abbeydale Road and Ecclesall Road. Additional schemes which are supported through the Active Travel Fund (AFT) include: Sheaf Valley; Crookes Active Neighbourhood; and Nether Edge Active Neighbourhood

[Grey to Green](#)

Completion of the Grey to Green Corridor and linkages including Castlegate, Blonk Street, Exchange Place, Snig Hill, Paradise Street, Gibraltar Street and Shalesmoor.

Sheffield City Region now has an Active Travel Commissioner to help drive forward this priority in the City Centre.

[Sheffield's Transport Strategy 2019-2035](#)

Transport has a key role to play in addressing future challenges whilst delivering benefits which can be shared by all.

Published in March 2019, Sheffield's Transport Strategy is a long term plan which addresses the city's economic, environmental and equality challenges through supporting delivery of faster, more reliable and cleaner journeys.

The Strategy aims to create improved, sustainable and safe transport networks, for Sheffield including: public transport which is integrated, faster and use friendly; better, safer active travel options; and protecting the fast, reliable movement of traffic between the city and other economic centres.

Ambition Four



Establishing a sustainable and environmentally friendly City Centre.



Pathway to Net Zero

Transitioning to a zero carbon economy will require massive changes in all aspects of life, requiring buy in from everybody in the city. It is essential that the future of Sheffield's City Centre is on a pathway to achieving net zero carbon status. The Council has declared a Climate Emergency and set a target for the city to be zero carbon by 2030.

This declaration was supported by the development of Sheffield's Clean Air Plan with the aim to bring emissions within legal limits. Sheffield, like many other major cities in the UK, currently breaches national and European thresholds for air quality, with the cause of air pollution largely due to road transport, traffic congestion and industry.

The ambition for Sheffield is to support new developments in providing net zero buildings and encouraging retrofit of existing buildings to be of premium standard. This will be coupled with high quality construction and architecturally sound design which will lay the foundations of all future development within Sheffield's City Centre.

Decarbonising the City Through Planning

Urban planning is an important tool in facilitating the race to net zero emissions.

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 city resident was about four tonnes of carbon a year, compared to more than six tonnes for people living outside cities.

Densifying existing built-up areas will reduce the carbon footprint of both new and existing residents, especially in large cities like Sheffield, which are currently way below London's density levels. This does not necessarily mean building skyscrapers, rather, 'Gentle' density can be achieved, for instance, by constructing mid-rise buildings on empty brownfield land within city boundaries.

Moreover, increased density will make other targeted interventions on transport and housing more impactful as more residents will be reached.

The Council will build on this momentum to mitigate the effects of climate change, air quality and noise pollution in all plans for the City Centre. In practice, this will include pursuing the following courses of action:

1. More areas of urban greenspace and gardens will be created throughout the City Centre, not only for the enjoyment of residents and workers, but also to increase biodiversity and to provide sustainable drainage and combat the urban heat island effect of rising temperatures resulting from an increased number of buildings, roads, traffic and activity.
2. Green roofs and more porous surfaces, such as in car parking areas, will be encouraged to hold rainfall for longer and feed into streams and rivers rather than combined sewers.
3. The Grey to Green route is an internationally recognised example of how Sheffield are already introducing landscaping, planting and sustainable urban drainage to counter the impacts of climate change in the City Centre, which will improve the environment and also support the ambition for healthier streets. This approach will be expanded throughout the City Centre as opportunities become available.
4. There are fresh opportunities to reinvigorate and grow the City Centre district heating network, which will help Sheffield to become a lower energy, lower carbon city.
5. The City Centre must be resilient to flooding, and for the waterways to be accessible, de-culverted and rich in habitat, making an important contribution to the economic and environmental quality of the city.
6. Encourage sustainable transport through targeted and sustainable public transport interventions and infrastructure improvements.
7. Zero Carbon Mitigation Pathway this will be achieved through new planning policies and guidance for new development and through Government funding/incentives to enable retrofitting the existing building stock.



Sustainable Mobility

Transportation is one of the largest contributors of CO2 emissions presenting a key challenge to the low-carbon development of the City Centre.

Major action in relation to surface transport will need to be taken to ensure the City can become carbon neutral by 2030. Interventions proposed include increasing active travel and use of public transport, decarbonising all vehicles and consolidating freight. The proposed Clean Air Plan will require public transport, taxis and goods vehicles to be low emission in the City Centre. The impact of private vehicle emissions in the City Centre will also be reduced, combined, these interventions will improve air quality and reduce carbon emissions.

Electric Vehicles

The UK government has set a target of ending the sale of new petrol and diesel cars and vans by 2030, with all vehicles being required to have a significant zero emissions capability – for example, be plug-in or fully hybrids – from 2030, and be 100% zero emissions from 2035. This has led to a drive for electric vehicle charging infrastructure in City Centres.

The Council are committed to increasing access to and use of EV charging points across the City Centre, building on the existing network of EV charging infrastructure.

Other European cities have been bold in building a network of and for zero emissions vehicles. For example, the Municipality of Amsterdam has outlined plans for only electric or hydrogen-powered buses and coaches to be allowed into the City Centre from 2022.

Similarly, Paris has reduced City Centre car traffic through the introduction of Le Mobilien (a network of rapid bus lines with dedicated lanes) and Autolib', a car-pooling programme of c.3,000 electric cars. Shared and 'on-demand' fleets of electric vehicles with increased occupancy could reduce energy demand for transport while reducing the number of vehicles on the road.



Committed Actions and Planned Activity



The Council are committed to working with partners to proactively improve air quality in the City Centre by:

- » Encouraging and facilitating the use of low-emission vehicles through a zero-emission public transport trial and provision of electric vehicle charging infrastructure.
- » Implementing a Clean Air Zone for the most polluting vehicles within the Inner Ring Road.
- » Encouraging more sustainable travel choices, particularly active travel modes including improving cycle and pedestrian infrastructure.

The Council also plan to:

- » Complete the Grey to Green Sustainable Urban Drainage scheme from Kelham to Park Square and develop similar schemes as highway redundancy or other development opportunities arise.
- » Promote de-culverting of the City Centre reaches of the Rivers Sheaf and Porter.
- » Develop a partnership and business model for extension of the City Centre District Heat Network, linked to new heat sources in the Lower Don Valley and with a potential extension to the Upper Don.
- » Develop flood defence and resilience proposals for the Upper Don, Lower Sheaf and Porter, and extend river stewardship arrangements to them.

The committed and planned actions outlined above underpin the strategic vision for Sheffield City Centre and will guide future development across the City Centre. Looking forward, the Council also aspire to encourage the provision of shade areas, green roofs / landscaping and porous surfaces, such as in car parking areas in all new developments, increase biodiversity in the City and to develop a partnership and business model for the extension of the City Centre District Heat Network.

Ambition Five



Bringing the outdoors to the City Centre, creating attractive high quality spaces and places that facilitate wellbeing for all.



Public Realm and City Centre Greenspace

The public realm is a defining feature of the City Centre, with the Winter Gardens being a standout example of indoor public space. However, outside the core, the public realm can be better used and activated.

For example, the activation could be intensified through increased use of these spaces for public events which would contribute to Sheffield’s sense of place and cement the perception that the City Centre is the place to live, work and play.

The public realm needs to create a feeling and atmosphere that attracts all types of people to visit. An important part of this is to encourage dynamism and people focussed activity through the types of public realm activations, such as using water, fitness equipment and performance spaces.

In addition, there should be a focus on improving the environmental quality of existing streets, public squares and spaces around buildings to encourage vibrancy and create healthy, welcoming streets and public spaces.



Developing the Outdoor City

The City Centre must play its part in bringing the outdoors into the City Centre to enhance Sheffield’s existing Outdoor City brand.

Central to this ambition is creating neighbourhoods within the City Centre which wholly represent the identity of Sheffield, celebrate the streets, and demonstrate the importance of the ground floor or groundspace, which includes the internal and external space across the ground floor of the City Centre.

In practice, this will be supported through new development in the City Centre which utilises low or zero carbon technologies and the creation of new green infrastructure where gaps in provision are identified. This will ensure that the City Centre is a pleasant place to live, work and play with green space and public realm connecting different neighbourhoods within the City and contributing to an active and vibrant groundspace across the City Centre whilst increasing biodiversity in the City.

As the only major City in the UK with a National Park within its boundary, there exists an opportunity for Sheffield to capitalise and evolve the “Outdoor City” brand by bringing the outdoors into the City Centre and encourage people to live and visit the city on a more regular basis.

Retail and Leisure Strategy

To enhance the retail, leisure and cultural offer there is a need to develop a strategy of how this will be supported. A Retail and Leisure Study will be prepared to support the Local Plan which will inform the overall strategy.



How can Sheffield bring the outdoors into the City Centre?

This will be achieved through the creation of high quality public space that people want to spend time in as well as activation of the groundspace to bring people, movement and activity into the outdoor areas of the City Centre. To achieve this, cultural, civic, commercial and academic organisations should be enabled and encouraged to make use of public spaces.

Activation of public space is key- activities could include, open air film, outdoor performances, pop-up retail, an outdoor classroom, street food and markets, al fresco bars and cafés, outdoor sculpture and art installations, street art, playable public realm for people of all ages and showcasing Sheffield’s expertise in the advanced manufacturing sector for example through exhibitions in the City Centre.

To facilitate this, it should be ensured that: the public realm infrastructure is capable of facilitating frequent use by multiple organisations; allow businesses, institutions, and stakeholders in the city to ‘spill out’ into the public realm; support a culture that incentivises and encourages the blurring of indoor/ outdoor activity. This will generate a perception that there is always activity in the City Centre.



Building on Sheffield's Existing Assets

Sheffield is a distinctive city characterised by its unique character, heritage, history and cultural offering. This includes:

Physical cultural assets:

Such as Crucible and Lyceum theatres, National Video Game Museum, Millennium and Graves Art Galleries.

Meanwhile assets:

Such as Tramlines, Doc Fest, Festival of the Mind, World Snooker Championships, Cliffhanger, Steel City Cider and Beer Festival.

Wider assets:

Such as music (Richard Hawley, Arctic Monkeys, Pulp) and world class sporting venues (Ponds Forge).

Enhancing and capitalising on Sheffield's distinctive leisure, arts and cultural offering will be key to delivering the strategic vision for the City Centre. This will be supported through development which amplifies a connection to its most distinctive architectural and cultural assets.



Health and Wellbeing

The City Centre has an important function to deliver health and wellbeing benefits to its residents through green spaces, well-designed public spaces, walking and cycling routes, delivering on its net zero carbon objectives and making the most of its natural assets in creating new communities.



Tourism and Culture

The City Centre will be a major destination for social, leisure and cultural activities. Sheffield's visitor economy is an important income generator for the City and will continue to grow.

Sheffield's visitor and cultural economy has been detrimentally impacted by Covid-19, however it is anticipated that the tourism, leisure and culture sectors will bounce back strongly, driven by the latent demand to spend on leisure activities. This is an opportunity for Sheffield to re-invigorate its offer, particularly with activities to bring the outdoors to the City Centre.

Sheffield City Centre Events Strategy

Sheffield has a vibrant and thriving grass roots cultural scene which is well known and highly valued by the people of Sheffield. This includes a particularly strong theatre offer, grass roots arts as well as being well known for its musical heritage.

The City Centre will continue to support the existing cultural and events offer as a part of the Sheffield identity including Doc/Fest, Art Sheffield, Tramlines and Art Sheffield. This will be supplemented by an ambition to intensify the events calendar across the City Centre which will include supporting the smaller cultural events and activities in this sector for people of all ages, which will be delivered through a bespoke City Centre Events Strategy, particularly focussing on the groundscape. Key to this will be the development of operational infrastructure to enable spill out into the public realm.

Sheffield will be famous for its cultural and arts events, which might include digital and visual art installations, outdoor exhibitions, open air concerts across all music genres, outdoor screenings of films and sporting events, sport, fitness and wellbeing clubs.

There is also an opportunity to create a cultural anchor of national or international significance, which would boost the visitor economy. This opportunity should be explored through the development of the Cultural Strategy for Sheffield



Committed Actions and Planned Activity

Vacant Buildings

Opportunities for short term reuse of vacant buildings has been seized by the Council, the Universities and the BID as a way of bringing in new ideas to grow the City Centre's vibrancy and showcase other activities the city has to offer. The Renew Sheffield project is encouraging building and landowners to make space available on flexible terms and providing support and mentoring for start-ups.

The Outdoor City

Sheffield is the UK's Outdoor City. To maximise the opportunities that this presents, a joined up approach from organisations and individuals involved in outdoor recreation in the city is required. The Outdoor City Strategy was developed by the Sheffield Outdoor Economy Joint Venture which consists of key partners across the city involved in outdoor recreation.

Utilising Sheffield's Public Realm

Measures are already underway to encourage the use of Sheffield's public realm for events and activities through the development of:

- » Events Central on Fargate
- » Planned pocket parks with pop-up activity (including a musical pocket park)
- » Sheffield Hallam University's new public realm with daily events and activation programme
- » Creation of a canopy for outdoor dining in Orchard Square



Culture Collective: A Strategy for Sheffield

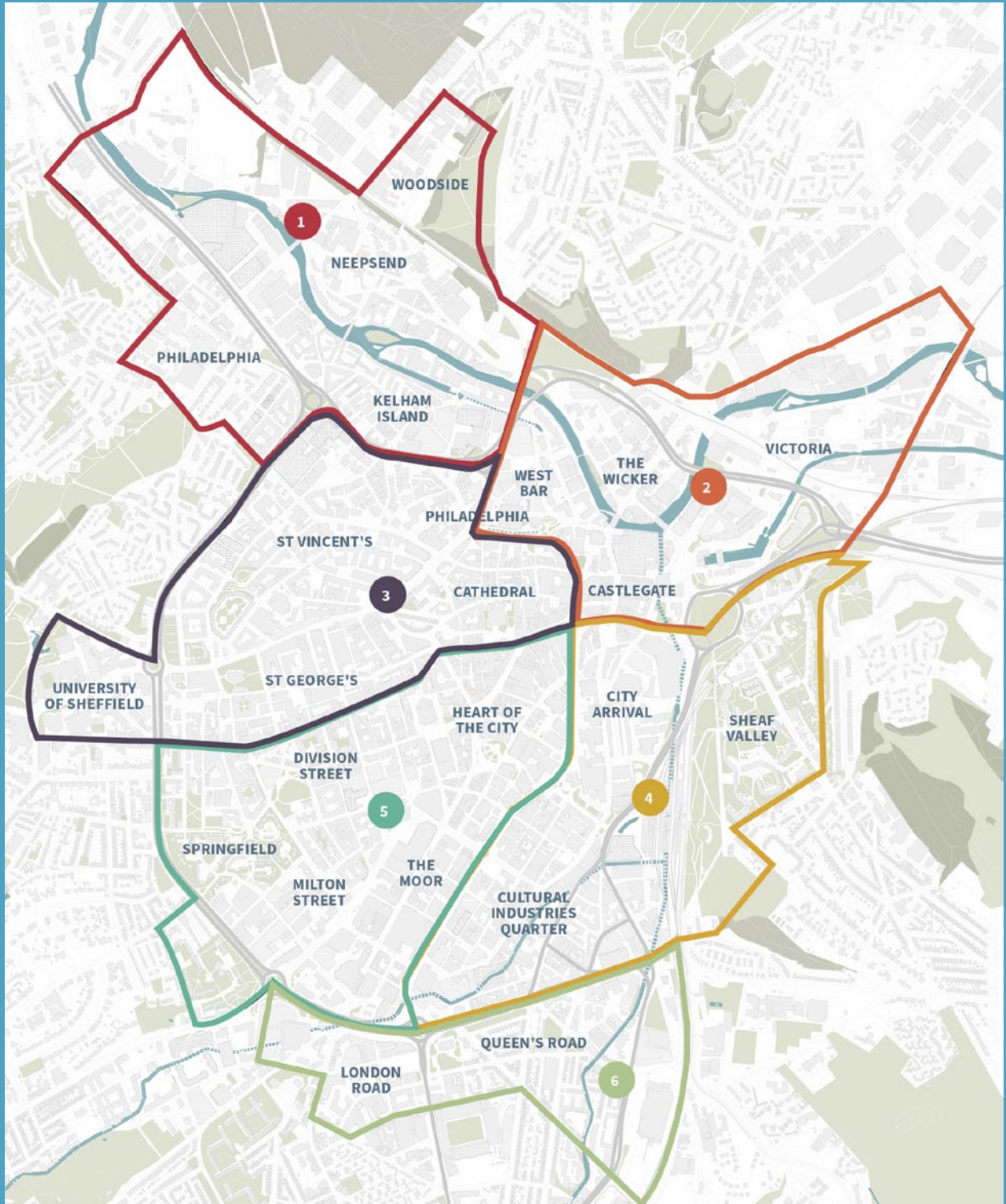
-To bring this vision forward, the Council is working in collaboration with the Culture Collective as a strategic partner to develop a strategy for Sheffield with a commitment to delivering the key actions and support to the priority capital projects which are in the City Centre.

The vision will underpin the cultural regeneration in the City Centre, providing opportunities for creatives, communities and businesses, repurpose existing and historic buildings, lift pride and sense-of-place, create cultural destinations, develop home-grown talent and bring artists and performers of international standing to Sheffield.

Involvement of local actors

The Council are committed to encouraging and supporting the involvement of local actors in the City Centre events calendar. This includes (but is not exclusive to): Sheffield's higher education institutions, voluntary organisations and community groups.

06 THE NEIGHBOURHOOD APPROACH



6.1 A Neighbourhood Approach

A key component part of this document is to set out how to deliver the vision and strategic ambitions through the creation of unique, distinctive neighbourhoods that reflect Sheffield’s values and provide a different role in the City Centre experience.

The neighbourhoods will provide a distinctive offer across all sectors, playing different roles and catering for different markets.

This document identifies 23 sub-areas with particular characteristics which have then been grouped into 6 distinctive character areas which each play a different role.

The vision, strategic ambitions, and opportunities set out in this document are translated into each of these distinctive character areas to create a unique, thriving, economic, cultural and residential destination.

The following have been considered:



Identity



Commercial, jobs and workspace



Residential



Retail, leisure and hospitality



Connectivity and public realm



Major projects and how to support

Further detail regarding the 6 character areas are contained in Annex I.

Across all the neighbourhoods, the concept of the 20 minute neighbourhood will be implemented, considering the need for improved access to the services, facilities and open spaces that make up a successful neighbourhood. The requirements for such supporting infrastructure will be considered and implemented through the approach to comprehensive development planning that this vision encourages.



Area One

Kelham Island | Neepsend Philadelphia | Woodside



Blue and Green Infrastructure



Independent and Creative



Local Independent Businesses

A growing residential area which retains its industrial heritage character. An outdoor neighbourhood destination with independent and maker commercial offer.



Area Two

Castlegate | West Bar | The Wicker | Victoria



City Centre gateway location



International character



Key heritage area (The Castle, Victoria Quays)

High-density mixed-use area, a new live work neighbourhood. International character with inclusivity at its heart.

Commercial, Jobs and Workspaces

The existing maker and creative jobs will be supported. Creative and co-working spaces could be created as part of mixed-use developments.

A new office district is emerging, new co-working spaces should be considered for Castlegate and the surrounding areas building on the success of Kollider. Improved links to AMID, functionally and physically.

Residential

There is scope for significant residential growth in this area, of a mix of apartments and townhouses, for sale and to rent. Student accommodation is unlikely to be acceptable in this area.

Large scale residential growth will provide an offer for a variety of demographics and an opportunity for affordable housing provision to create a diverse new community.

Retail, Leisure and Hospitality

The support and growth of a vibrant retail, leisure and hospitality sector particularly at ground floor level will be encouraged to maintain and grow the existing sense of community.

Diversify and consolidate the existing retail and hospitality uses. Seek to retain the diverse identity of Wicker's existing high street, growing retail and community facilities to support the new residential neighbourhood.

Connectivity and Public Realm

Improve connections across the ring road to remove the feelings of distance. Improve public realm and access to the River Don and Parkwood Springs.

Use the re-development of Castlegate, including a destination piece of public realm to re-connect Wicker and Victoria to the wider City Centre and create a gateway for the east of the City.

Major Projects

Kelham Island and Neepsend Neighbourhood Plan, Kelham Connecting Sheffield scheme, Shalesmoor Gateway, UDV Phase 2 Flood protection scheme

West Bar, Castlegate, Attercliffe Connecting Sheffield scheme



Area Three

Cathedral | St Vincents | University of Sheffield



Challenging topography



Diverse architectural styles



Transition to residential neighbourhoods in the north

An area dominated by residential and education uses, with a variety of architectural styles to reflect the diversity in the area, particularly in the University of Sheffield neighbourhood.

Commercial, Jobs and Workspaces

This area will comprise a predominantly residential neighbourhood with supporting employment and education based jobs.

Residential

This area can accommodate significant residential growth. Residential development will comprise mixed typologies transitioning from student to residential from south to north.

Retail, Leisure and Hospitality

The creation of new neighbourhood hubs in growing residential areas, will be central to the future success of new residential neighbourhoods, particularly to overcome the challenging topography.

Connectivity and Public Realm

Improvements to public realm, including creating places to stop and linger, around new neighbourhood hubs to increase movement through these areas and create new vibrancy

Major Projects

University of Sheffield estate plans



Area Four

Sheaf Valley | City Arrival | Cultural Industries Quarter



Transport and mobility



Arrival to the City Centre



Blue and green infrastructure

An area with a 'wow factor' for visitors of Sheffield. It will grow as a mixed use commercial, education and residential district of Sheffield, delivering the ambitions of the Sheffield Midland Station and Sheaf Valley Development Framework.

Collaborative network in the knowledge and creative sectors using agglomeration benefits of locating together in this area.

Residential development will continue to play an important role in growth in this area. A mix of mid and high rise development will be appropriate.

Use of the ground floorscape will be important to encourage movement along key corridors to link the City Arrival.

Grow the cultural offer, particularly in this area.

New high quality public realm to re-connect areas of the City Centre. Public realm is key to this area as it is the connection for arrivals into the city to the rest of Sheffield.

The Sheffield Midland Station and Sheaf Valley Development Framework, Sheffield Hallam University masterplan, Park Hill regeneration, Sheaf Valley Active Travel Corridor scheme.



Area Five

Heart of the City | Division Street | The Moor | Milton Street | Springfield | Hanover Street



Diversification of retail core



Delivering Heart of the City and regeneration of other spine assets



New public realm and groundscape to enhance the outdoor experience

The primary retail, leisure and commercial core, growing the existing residential population and a new residential neighbourhood to the west which will take advantage of its core location.

The primary retail and commercial core for the City Region. Accommodate jobs growth through being the focus of the growth of the commercial core.

Residential growth in this area will primarily be within the western end. Within the Moorfoot area there is potential to create a new City Core neighbourhood with landmark buildings of scale, including regeneration of the Moorfoot building itself.

The retail core needs to be re-defined as a destination where you can only get the particular experience on offer. It should diversify to create a unique offer that entices people back into the retail core, as well as regenerating vacant large format anchor retail stores and other key assets.

Public realm in this area should prioritise the pedestrian & improve connections between retail streets and across the ring road. Use the ground floor across this area to create a buzz.

Heart of the City, Fargate and High Street, Retail, civic and cultural spine, Connecting Sheffield City Centre scheme



Area Six

London Road | Queens Road



Need for new public realm connectivity across the A61



Sports and recreation



Transport and mobility

This area will grow as a residential City Centre neighbourhood, comprising low to mid rise development targeted at the for sale and build to rent markets. There are some opportunities for height fronting the ring road.

Small scale commercial and community uses to support the growing residential population, with commercial, retail and leisure uses on pedestrian routes from Bramall Lane to the City Centre.

Commercial, Jobs and Workspaces

The residential population will grow with the house style allowing a transition from suburban terraces towards a mid rise City Centre scale and density.

Residential

Small scale retail, leisure and hospitality uses will be appropriate throughout this area, particularly on key routes to increase vibrancy and encourage movement into and through this area.

Retail, Leisure and Hospitality

Improved connections across the ring road, new access points should prioritise pedestrians and cyclists & improved pedestrian routes towards Bramall Lane to encourage movement.

Connectivity and Public Realm

The Sheffield Midland Station and Sheaf Valley Development Framework, Sheaf and Porter Flood protection scheme

Major Projects

07 BRINGING IT TOGETHER

7.1 10 Guiding Principles

Sheffield City Centre has the backbone of a great city with a rich set of opportunities for unlocking its future potential. These opportunities will be realised through the 10 guiding principles:

1. Create jobs that will attract the likely future City Centre residents and wider population to create a City Centre that is rich in employment opportunities, talent and young wealth creators.
2. Improve connections and accessibility to and between areas in the City Centre to remove the perception of distance and topography challenges.
3. Use existing iconic architecture, the City's heritage assets and history and cultural heritage to help define and curate unique places in the City.
4. Diversify the retail core to create a new role for the centre of Sheffield and curate a culture, leisure and events strategy that creates vibrancy across the City Centre.
5. Develop the City Centre 'groundscape' i.e. the activity at ground floor in ways that reflect the identity of each area, such that it provides a compelling and enticing place to live, work and play. Use the groundscape to embody the 'Outdoor City' to improve the experience of the streets for all users.
6. Create a differentiated offer in identified Neighbourhoods to create inclusive, self-sustaining City Centre communities with each neighbourhood providing their own commercial, residential, retail & leisure offer for example
7. Repopulate the City Centre with 20,000 new homes (providing different housing types and tenures) to bring a permanent critical mass of people using the City Centre and its facilities to create vitality and vibrancy. Use the re-population of the City Centre once the neighbourhoods are established to set the base layer for long term economic multipliers.
8. Require all future development and activities to help achieve the City Council's Net Zero Carbon targets, reducing embodied and operational carbon of all buildings and activities. Encourage the adoption of new technologies to accelerate carbon reduction strategies and invest in infrastructure which facilitates the adoption of low carbon lifestyles.
9. Anticipate and use the cross cutting themes affecting Cities to implement innovative solutions to respond to the challenges, without needing to wait for the market to react (such as, Digital, Net Zero technology and Future of work)
10. Encourage public and private sector collaboration by implementing new governance arrangements for decision making and investment opportunities. Encourage collaboration between City Centre occupiers, across sectors to maximise the benefits of locating together in the City Centre. Utilise existing areas of strength, including health and research, knowledge and SME and makers industries.



7.2 Next Steps

Applying the 10 guiding principles

The 10 guiding principles summarise the tangible action that is required to bring the Sheffield City Centre Strategic Vision to life. It is recognised that adopting a neighbourhood approach to delivery will require phased development of key sites within each of the neighbourhoods. As such, 5 Priority Neighbourhoods have been identified (refer to map below).

The 10 guiding principles will underpin the development of a Masterplan for each Priority Neighbourhood to ensure there is a set of principles in which to guide future development and to set the tone for what those new neighbourhoods should look and feel like.

Alongside the Priority Neighbourhoods, the Council will be working hard to bring forwards the short term opportunity sites within Sheffield’s central spine and beyond (refer to map below).

To help realise the full potential of the Sheffield City Centre Strategic Vision, the following short term next steps will be progressed:

- 1. Priority Neighbourhoods**
Preparation of a concept Masterplan and outline design principles to help shape 5 new distinctive neighbourhoods and to guide future development in each of those areas.
- 2. Delivery Plan**
Preparation of a Delivery Plan to enable key sites to be brought forwards for delivery that will catalyse regeneration in their respective priority neighbourhoods.
- 3. City Centre Investment Prospectus**
Building on 1 and 2, this will be prepared to clearly articulate the investment opportunities available within Sheffield’s Central Area.

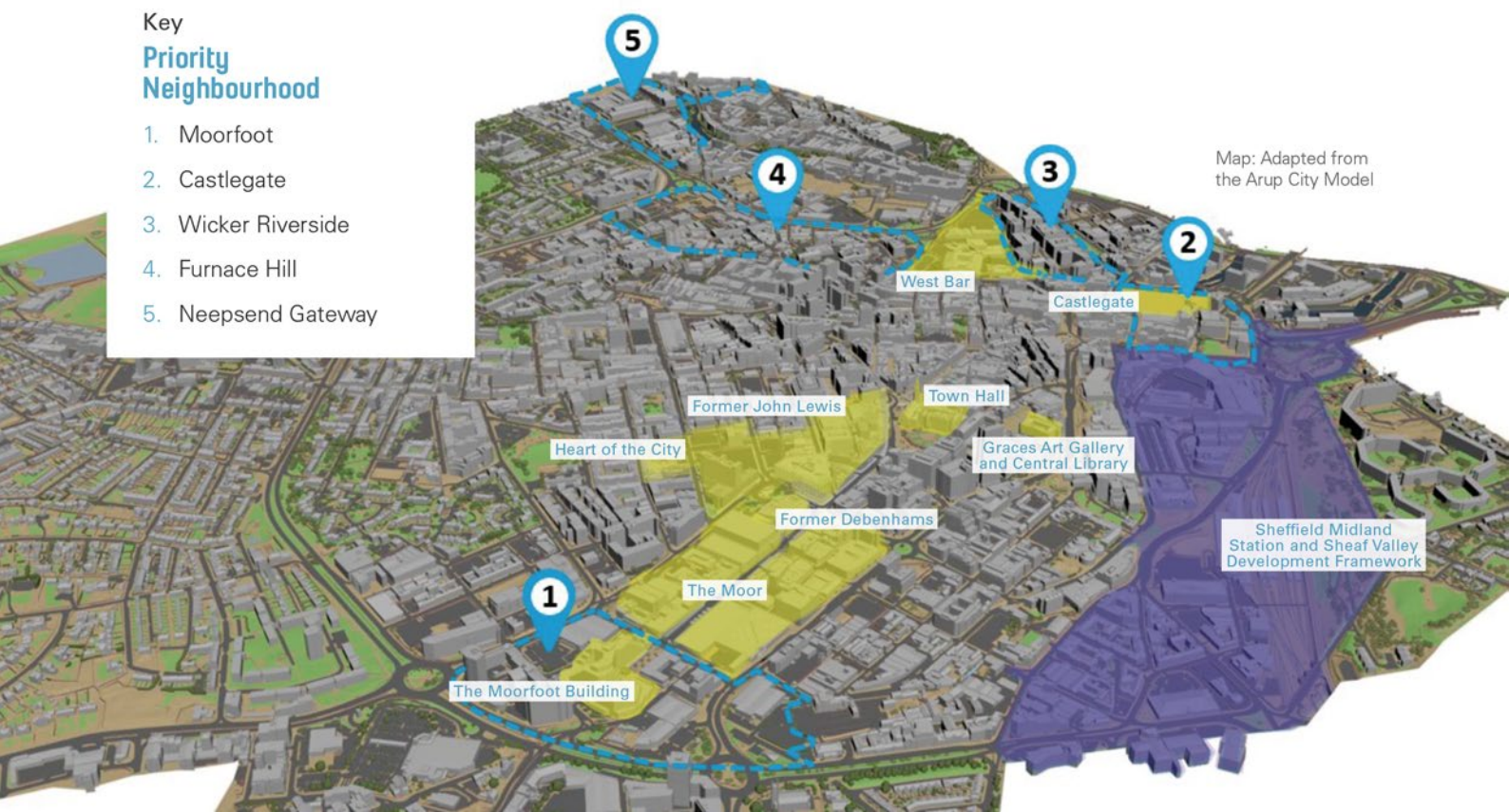
Other Considerations

Financing

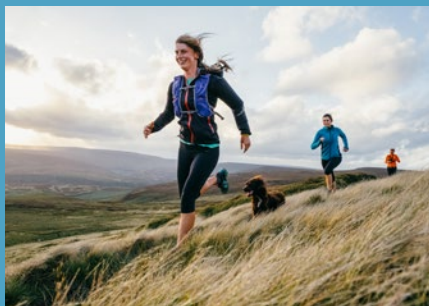
Enabling and facilitating the delivery and maintenance of high quality amenities, social infrastructure, public spaces etc. is key to the success of the future City Centre. Planning gain mechanisms such as S106 will be given further consideration as a means of supporting the

Partnerships

There is a recognition that to deliver the level of ambition outlined in this vision, public sector intervention will be needed, working in partnership with strategic partners and key stakeholders to enable delivery.



Annex 01 NEIGHBOURHOODS OF THE FUTURE





Area One

Kelham Island, Neepsend, Philadelphia, Woodside



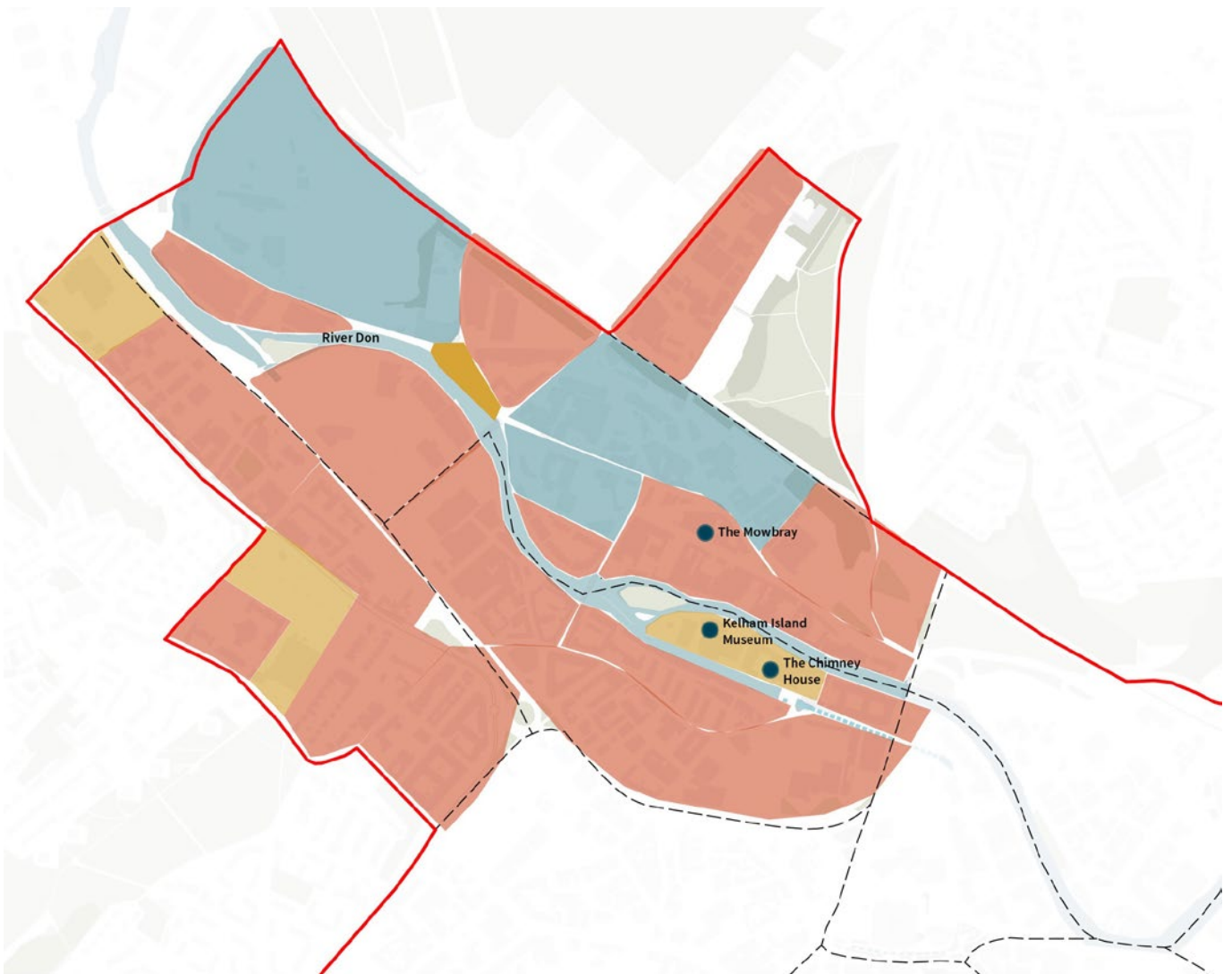
Mixed-use area with high proportion of local independent businesses



Blue and Green Infrastructure



Independent and Creative Identity



Key assets

1. The River Don
2. Kelham Island Museum
3. The Mowbray and The Chimney House – historic buildings both repurposed for events space

Existing Land Use

- Predominantly residential with community and amenity uses
- Predominantly commercial with residential
- Predominantly employment / industrial



Dun Street, Kelham Island



A growing residential area characterised by its industrial heritage which will be protected. Opportunities for height will need to respect the heritage context.

There will be a mix of residential types, predominantly low to mid rise including housing for young families, apartments and townhouses.

The neighbourhood will also grow as a destination for independent restaurants, cafés and shops to support the existing and future residents and attract visitors to create a vibrant daytime and early evening economy.

Neepsend will become an 'Outdoor' Neighbourhood which epitomising the Sheffield Outdoor lifestyle through design of new development, new public realm, events programmes and the types of occupiers that locate there.

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



Capacity to deliver approx. 3,694 homes



Predominantly low to mid rise development

approx. 3-6 and up to 10 storeys subject to detailed analysis*



Lower densities due to edge of city location



Scope for increased height along key transport corridors and City Centre gateways



Little Kelham, Kelham Island



Kelham Island



Little Kelham, Kelham Island



Commercial, Jobs and Workspace

The existing maker and creative jobs will be supported, particularly in the Burton Road area to protect the creative character.

New creative and co-working workspaces could be created as part of mixed use developments and a growing residential population will need to be supported by new community facilities.



Residential and Student Accommodation

There is scope for significant residential growth in this area.

- » Residential development should be predominantly low to mid rise accommodation with a mix of apartment and townhouses.
- » Accommodation will be a mix of for sale and to rent.
- » Purpose built student accommodation is unacceptable in this area.



Retail, Leisure and Hospitality

The support and growth of a vibrant retail, leisure and hospitality sector will be encouraged to maintain and grow the existing sense of community.

Active ground floor uses should be created in new development along key routes and the riverside and local or independent occupiers will be supported.

In Neepsend, occupiers which help create an 'Outdoor Neighbourhood' will be encouraged e.g. sports shops, HQ for outdoor activities.



Image Source: Planit-IE



Connectivity and Public Realm

Improve connections across the ring road to the area to remove the feeling of distance to Kelham Island including to: the Grey to Green network and any future expansion; West Bar; Wicker & the River Don, a future growth area

Improve public realm in Neepsend to help create 'Outdoor Neighbourhood' including creating new greenspace, improving access to the river, planting, facilitating outdoor activities, bike and pedestrian prioritisation and improving links to nearby outdoor living assets e.g. Parkwood Springs, climbing walls and the Peak District.

Planned controlled parking scheme to better manage space on street and minimise commuter parking that complements the existing low traffic neighbourhood.



Major Projects and how to Support

Kelham Island and Neepsend Neighbourhood Plan seeks to promote the social, economic and environmental wellbeing of Kelham Island and Neepsend. This vision and the development of the draft Neighbourhood Plan will work in tandem, with these principles reflecting the consultation responses received in October to November 2019.

The development of Little Kelham and the surrounding area has been successful in creating the new residential, independent and creative identity for Kelham Island – further developments which support these principles should be encouraged.

Outdoor Neighbourhood

Create links with Parkwood Springs, Peak District; Improve the public realm as a place to spend time, green up the streets & open up river frontage; Encourage use of the public realm for events and activities across the groundscape; Encourage supporting jobs / retail / leisure (e.g. outdoor shops, bouldering walls etc).

The UDV Phase 2 flood protection scheme will ensure resilience to the area and support further development and land use in the flood plain.

Connections should be made between Sheffield Kelham and Neepsend scheme.



Deliver a broad mix of uses with heritage assets and unique quality of the neighbourhood enhanced



Residential development should be predominantly low to mid rise accommodation with a mix of apartment and townhouses



The River Don and Parkwood Springs provides an opportunity for links to green infrastructure, riverside connections and parks



Demographic likely to consist of graduates, downsizers and young professionals but unlikely to be populated by students



Area Two

Castlegate, West Bar,
The Wicker, Victoria



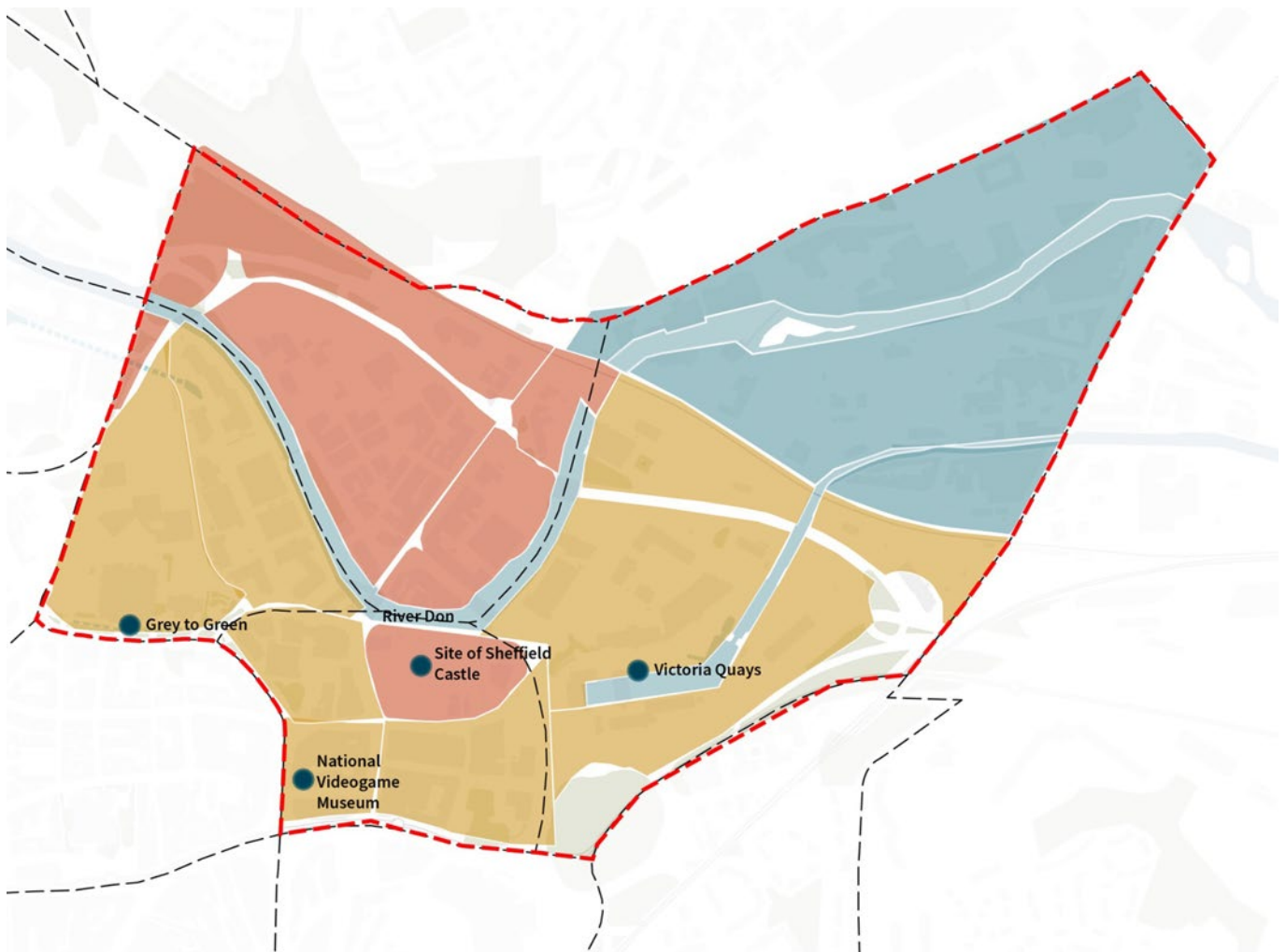
City Centre
gateway location



International
character






Key heritage area
(The Castle, Victoria Quays)



Key assets

1. The River Don
2. Victoria Quays
3. Grey to green
4. The National Videogame Museum
5. The Castle

Existing Land Use

-  Predominantly residential with community and amenity uses
-  Predominantly commercial with residential
-  Predominantly employment / industrial



A regenerated, mid to high density mixed use area with improved connections to the City Core. This area will become a live-work neighbourhood.

The area will celebrate its heritage, retain its existing international character and be a neighbourhood with inclusivity at its heart. It will cater for a wide variety of demographics. This will be a truly mixed use neighbourhood with commercial, residential, retail, leisure and community amenities working in harmony.

There will be strong neighbourhood centres at Castlegate and Wicker, with potential for a new centre in Victoria in the longer term.



Sheaf Quay, Victoria



Royal Exchange Buildings, The Wicker



TWT Ward CNC, Victoria



Nursery Street Pocket Park, The Wicker



Capacity to deliver approx. 1,890 homes



Predominantly mid rise development with some high rise opportunities*

approx. 3-6 and up to 15 storeys subject to detailed analysis



The Castlegate and Wicker area forms an important entry point into the City Centre from the east.



Opportunity for increased height in the Castlegate area as well as West Bar

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



Commercial, Jobs and Workspace

A new office district is emerging which compliments the existing offices along the River Don.

New co-working spaces should be considered for Castlegate and the surrounding areas building on the success of Kollider.

Existing light industrial occupiers in Wicker and Victoria will need to be relocated to an appropriate location to accommodate an emerging residential population.

Functional and physical links to AMID and Attercliffe will be improved, with this area being the gateway to the City Centre from the east of Sheffield.



Residential and Student Accommodation

Large scale residential growth in the Wicker and Victoria districts will provide an offer for a variety of demographics and affordability including young professionals, young families and an opportunity for a variety of tenure types provision to create a diverse new community.

The residential offer will include a mix of for sale and rental and should maximise opportunities for a variety of tenure types and key worker housing. Student accommodation is unlikely to be appropriate.

Development will be predominantly low to mid rise with a mix of apartments and townhouses, including some larger 3+ bed units.



Retail, Leisure and Hospitality

- » Diversify and consolidate the existing retail and hospitality uses in Castlegate and the Wicker.
- » Seek to retain the diverse identity of Wicker's existing high street, retaining convenience retail and leisure uses to support a new residential neighbourhood.
- » Create strong new neighbourhood centres at Castlegate and Wicker and in the longer term within Victoria, including providing community facilities where there is demand.
- » Create better linkages to the City Centre for the existing hotels in the area.



Image Source: Planit-IE



Connectivity and Public Realm

Connect to and expand the Grey to Green network.

Use the re-development of Castlegate to re-connect Wicker and Victoria to the wider City Centre.

Create a destination piece of public realm at Castlegate site to encourage movement to and through this area.

Improve connections to and through this area to link more deprived areas of Sheffield e.g. Burngreave and Attercliffe to the City Centre. This will be delivered through the Connecting Sheffield City Centre to Attercliffe Scheme.



Major Projects and how to Support

The proposed regeneration of the West Bar will create a new office led mixed use neighbourhood. Later phases and adjacent sites should consider the most appropriate mix of uses in the context of emerging residential neighbourhoods.

The Castle site provides a major re-development opportunity in the heart of Castlegate. Sheffield City Council have been granted Levelling up Grant Funding to facilitate the regeneration of this important gateway site. A full masterplan for development should be produced to facilitate a mixed use, landmark development, celebrating the heritage of the area to unlock future regeneration.

The existing comparison retail should be relocated towards the new consolidated retail core and be replaced with a mixed use residential and commercial neighbourhood.



Pipeline projects in this area (including Castlegate) will encourage neighbourhood transformation through mixed-use, landmark development



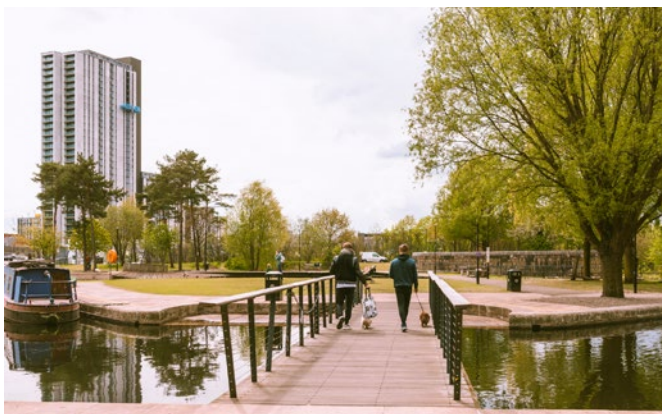
Development will be predominantly low to mid rise with a mix of apartments and townhouses, including some larger 3+ bed units



Connecting to and expanding the existing Grey to Green network will be key in this area



Opportunities for a variety of tenures or key worker housing





Area Three

Cathedral,
St Vincents,
University of Sheffield



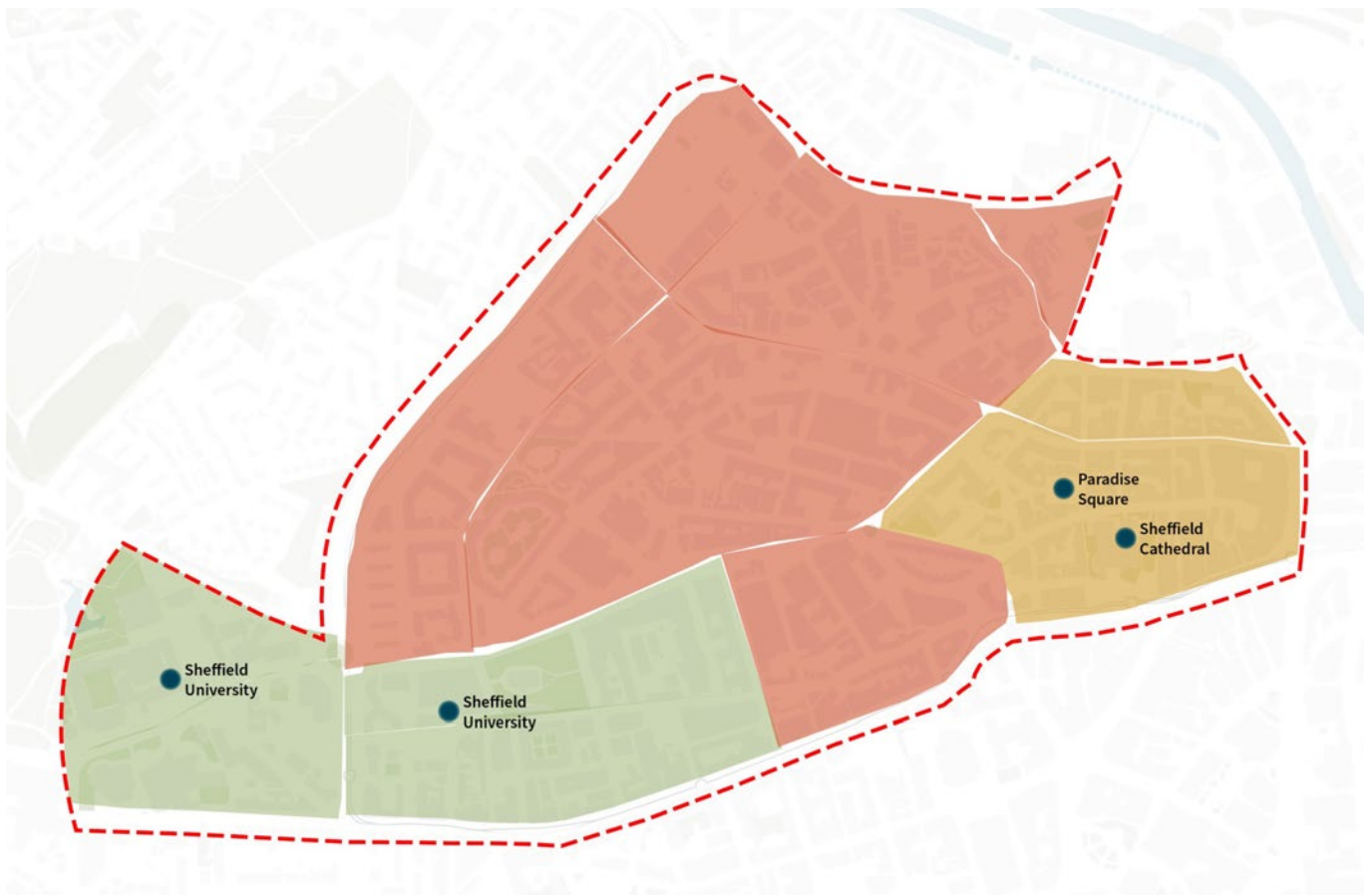
Challenging
topography



Diverse
architectural
styles



Transition to
residential
neighbourhoods
in the north



Key assets

1. Sheffield Cathedral
2. Paradise Square
3. University of Sheffield

Existing Land Use

-  Predominantly residential with community and amenity uses
-  Predominantly commercial with residential
-  Predominantly employment / industrial
-  University of Sheffield



Paradise Square, Cathedral



An area dominated by residential and education uses, with a variety of architectural styles to reflect the diversity in the area, particularly in the University of Sheffield neighbourhood.

Predominantly mid to low rise development throughout this area.

Mixed residential typologies including student, co-living and build to rent (BTR) accommodation with potential for some high end housing in Cathedral.

Transition from predominantly student and education in the south to residential accommodation in the north, towards Kelham.

Connectivity, new public realm and the creation of multiple neighbourhood hubs will be important to overcome the topography challenge particularly in St Vincents.

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



Jessop building, st. George's



Velocity Village, St Vincent's



Furnace Hill, St Vincent's



Capacity to deliver approximately 7,538 homes



Predominantly mid rise development with some high rise opportunities*

Approx. 4-10 and up to 15 storeys subject to detailed analysis



Opportunity to increase density along key movement corridors such as the A61 roundabout.



Scope for mixed residential typologies in Cathedral and St Georges



Commercial, Jobs and Workspace

This area will comprise a predominantly residential neighbourhood with supporting employment and education based jobs. It may be appropriate to move existing commercial office uses from Cathedral to allow the creation of a distinctive residential neighbourhood.



Residential and Student Accommodation

This area has potential to accommodate significant residential growth, particularly in the St Vincents and Cathedral areas.

Residential development will comprise mixed typologies:

- » Co-living, student and BTR accommodation will be appropriate in St Vincents, growing the existing community that has developed.
- » Potential to re-purpose the existing historic buildings in Cathedral to create a new residential quarter with high quality town houses which attract a high end occupier.



Retail, Leisure and Hospitality

The creation of new neighbourhood hubs in growing residential areas, particularly in St Vincents and Cathedral, will be central to the future success of new residential neighbourhoods. The topography in this area is particularly challenging so having multiple small hubs to encourage movement through the areas and regular pockets of vibrancy will improve the appeal.

Neighbourhood hubs could include convenience stores, community facilities, cafes and other small scale retail and leisure facilities to support the residential population, not create a destination.





Connectivity and Public Realm

Topography creates a challenge for connectivity in the St Vincents and Cathedral neighbourhoods, which are currently under-appreciated and underutilised parts of the City Centre.

Improvements to public realm, including creating places to stop and linger, around new neighbourhood hubs to increase movement through these areas and create new vibrancy.

Improvements to the vibrancy of the streets would also be created with public realm interventions to address the current lack of greenspace.

Currently uncontrolled commuter car parking- causing problems to local residents and businesses. To be addressed through planned controlled parking zone to better managed on street space leading to improved local environment.



Major Projects and how to Support

All future developments near the University of Sheffield should consult with this key stakeholder to ensure future development plans can be brought forward cohesively.



Potential to accommodate significant residential growth, particularly in the St Vincents and Cathedral areas



Residential development will comprise a mix of types and tenures



Placemaking and public realm should seek to mitigate anti-social behaviour that currently exists in the area



Opportunity to attract a mixed demographic through different residential typologies





Area Four

Sheaf Valley,
City Arrival,
Cultural Industries Quarter



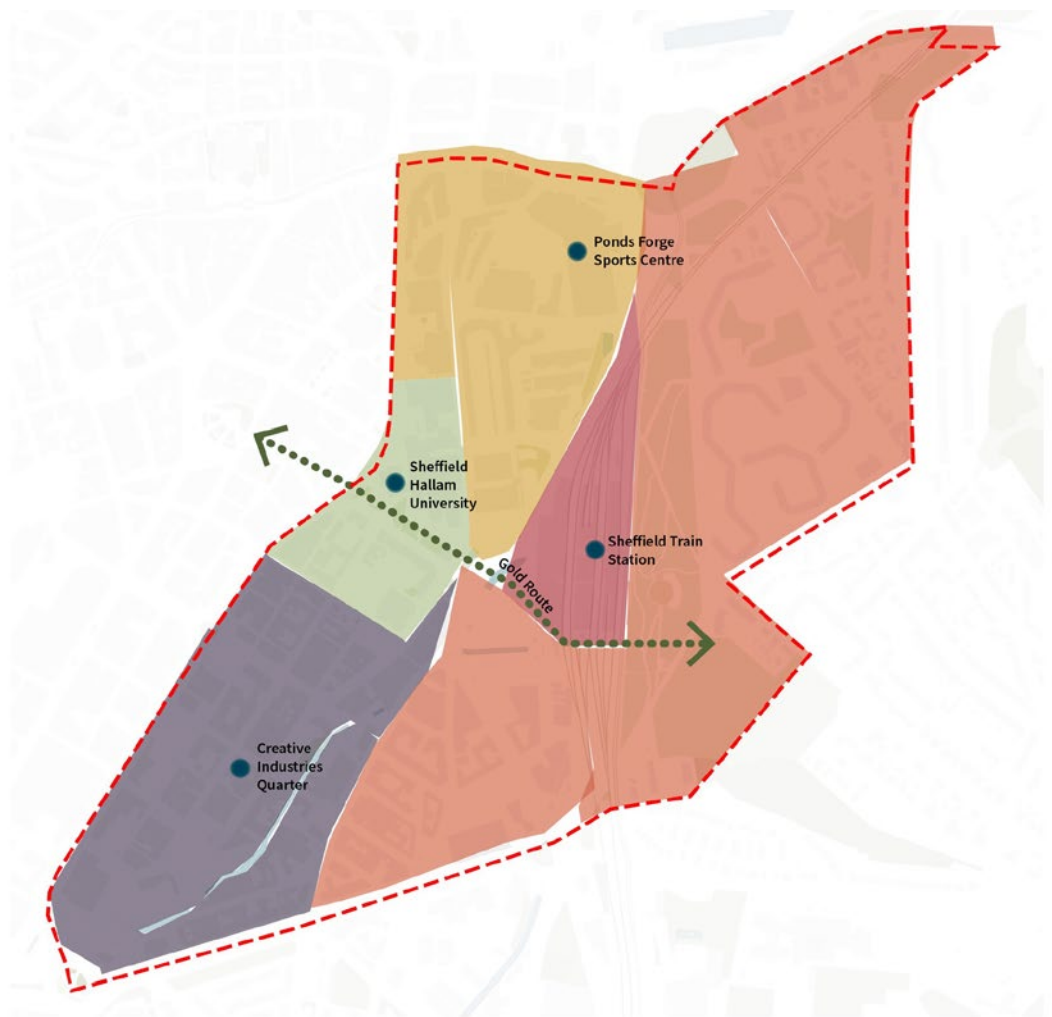
Transport and mobility- plans for high speed rail



Arrival to the City Centre



Blue and green infrastructure- plans for a Porter Brook pathway to open up hidden blue infrastructure in the City Centre



Key assets

1. Sheffield Train Station
2. Creative Industries Quarter with independent, local businesses
3. Sheffield Hallam University
4. Ponds Forge International Sports Centre
5. The Gold Route: Sheaf Square to University of Sheffield
6. Planned Sheaf Valley Active Travel Corridor

Existing Land Use

- Predominantly residential with community and amenity uses
- Predominantly commercial with residential
- Predominantly employment / industrial
- Sheffield Hallam University
- Sheffield Train Station
- Mixed use area



Albert Works, Cultural Industries Quarter



This area will create a 'wow factor' for visitors and new arrivals into Sheffield from the main train station and the road network via the Parkway.

It will grow as a mixed use commercial, education and residential district that demonstrates what Sheffield is all about.

There is an opportunity for landmark development in the City Arrival neighbourhood, including development of greater height.

Sheffield Hallam University will be central to the success of growth in this area with their central land holdings.

It will deliver on the ambitions of the Sheffield Midland Station and Sheaf Valley Development Framework.

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



Midlands Tram Station, City Arrival



Millenium Gallery, City Arrival



Capacity to deliver approx. 2,712 homes



Predominantly mid rise development with some high rise opportunities*

approx. 4-10 and up to 15 storeys
subject to detailed analysis



Opportunity to increase density / heights near the train station to support high speed rail development



Sites adjacent to City Centre gateways could accommodate increased height



Commercial, Jobs and Workspace

Future commercial development in this district will complement the growth of Sheffield Hallam University and the creative uses in the Cultural Industries Quarter.

There is a great opportunity to create a collaborative network in the knowledge and creative sectors using agglomeration benefits of locating together in this area.



Residential and Student Accommodation

Residential development will continue to play an important role in growth in this area. A mix of mid and high rise development will be appropriate in the City Arrival and Sheaf Valley areas.

Tenures will likely include a mix of for sale and build to rent. This location may also be appropriate for intermediate / alternative tenure types housing, particularly in the Pond Street area. Student accommodation may be appropriate near to Sheffield Hallam University.

Higher rise development in the City Arrival area could include residential development.



Retail, Leisure and Hospitality

Use of the ground floorscape will be important to encourage movement along key corridors to link the City Arrival with:

- » Heart of the City and the retail core
- » New Sheffield Hallam Campus development
- » Pond Street through to the Castlegate area

Uses along these routes will be essential to create a vibrant City Core feel and to entice visitors and those arriving in the City to their next destinations. This could include new cafes, shops, bars and restaurants. Independent occupiers should be encouraged to create a feel that is 'of Sheffield'.

A growing cultural in this area will be beneficial, to compliment the existing provision.





Connectivity and Public Realm

Future plans should include new high quality public realm which builds on the success of existing gold and steel routes to re-connect areas of the City Centre. Public realm is key to this area as it is the connection for arrivals into the city to the rest of Sheffield.

Future development should improve connections across the existing railway line to east of City Centre, notably a new pedestrian bridge is proposed in the Sheffield Midland and Sheaf Valley Development Framework.

The Sheaf Valley active travel corridor will provide high quality improvements to link out towards Little London Road.



Major Projects and how to Support

The Sheffield Midland Station and Sheaf Valley Development Framework provides a plan for maximising the economic, environmental and social benefits of transport improvements for the people of Sheffield, including the delivery of high speed and Northern Powerhouse Rail. This framework provides details that should be considered when bringing forward new development in this area and should be adhered to as far as possible, particularly the proposals for the area around Midland Station to make it quicker to adopt public transport, change between transport modes and enable walking and cycling.

Sheffield Hallam University masterplan will transform this area of the City alongside the Sheaf Valley Masterplan – opportunities to collaborate with these development areas should be explored by all new developments in this area to create cohesive development physically and with planning for future uses and occupiers.

The regeneration of Park Hill will transform this area of the City Centre bringing in a vibrant residential population.



A key arrival point into Sheffield, this area is currently being transformed through the Sheffield Hallam University Masterplan and the Sheaf Valley Masterplan



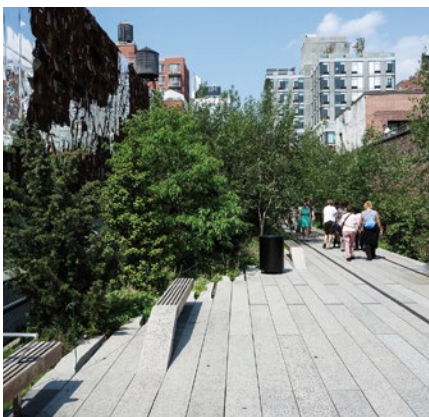
Residential development key to growth in this area with opportunity to deliver a mix of mid and high rise development



Developing high quality public realm which improves connections to the East of the City Centre is key in this area



Opportunity to attract a mixed demographic through different residential typologies





Area Five

Heart of the City, Division Street, The Moor, Milton Street, Springfield, Hanover Street



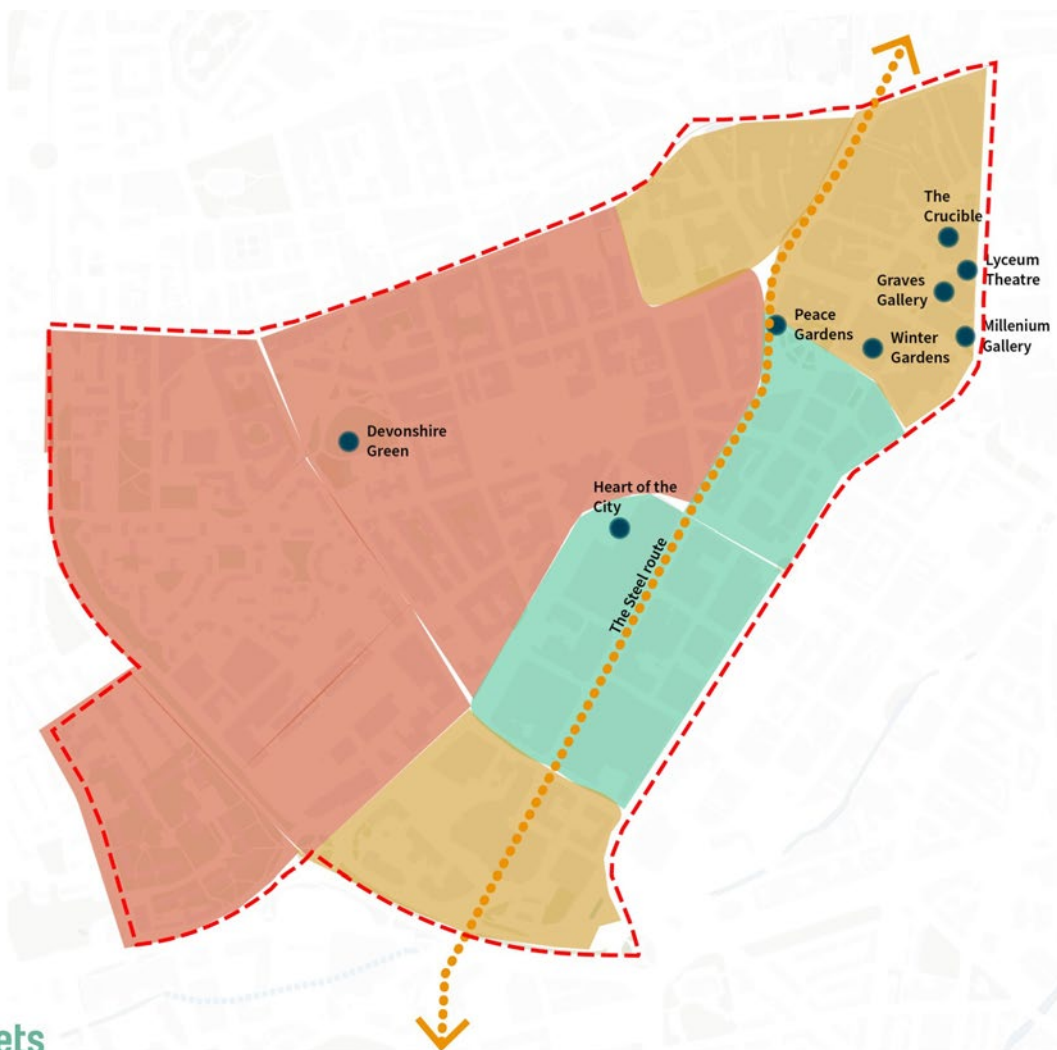
Diversification and transformation of retail core



Delivering future phases of the masterplan for Heart of the City



New public realm to improve the City Centre experience, and enhance the outdoor experience



Key assets

1. Retail core
2. Peace Gardens, Devonshire Green and Winter Gardens
3. Cultural assets: The Crucible, Lyceum Theatre, Millenium and Graves Art Galleries
4. The Steel Route: Fargate, the Moor and Heart of City 2

Existing Land Use

- Predominantly residential with community and amenity uses
- Predominantly commercial with residential
- Predominantly employment / industrial



Winter Gardens, Heart of the City



This area will comprise the primary retail, leisure and commercial core, growing the existing residential population in the Devonshire Quarter, with a new residential neighbourhood to the west which will take advantage of its core location.

Development will be predominantly mid rise, with an opportunity for buildings of scale and landmark buildings in the western end of the Moor neighbourhood, adjacent to the ring road.

To respond to the changing role of the retail core, this will be diversified to ensure longevity and resilience to current market trends.

Across this whole area, the pedestrian and active travel should be prioritised in designing new developments.

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



Headford Garden, Springfield



Moorfoot, The Moor



Capacity to deliver approx. 5,149 homes



Predominantly mid rise development with some high rise opportunities*

approx. 7-10 and up to 15 storeys subject to detailed analysis



This area is higher in density due to central location



Redevelopment of The Moor / Heart of the City will create opportunities for high density development in this area



Commercial, Jobs and Workspace

This area will comprise the primary retail and commercial core for the City Region:

- » Office district (Heart of the City)
- » Retail and leisure core (The Moor, Heart of the City and Division Street)

This is an area that should accommodate jobs growth through being the focus of the growth of the commercial core.



Residential and Student Accommodation

Residential growth in this area will primarily be within the Moorfoot, Milton Street and Hanover Street areas and continue the growth of the Devonshire Quarter.

Within the Moorfoot area there is potential to create a new City Core neighbourhood with landmark buildings of scale, including regeneration of the site of the Moorfoot building. This neighbourhood will be targeted at young professionals and Build to Rent accommodation should be encouraged, promoting this prime location for city core living.

The Devonshire Quarter is a growing residential neighbourhood – future development should continue to deliver high quality residential development which respects the historic street pattern, particularly in the Milton Street area, accommodated on remaining underutilised sites. Student accommodation is unlikely to be acceptable in this area due to the desire to create a long term residential population.



Retail, Leisure and Hospitality

The retail core needs to be re-defined as a destination where you can only get the particular experience on offer.

It should diversify to create a unique offer that entices people back into the retail core. This should include consideration of:

- » Leisure offer – improving existing leisure and cultural assets and creating new opportunities.
- » Experienced based retail (e.g. digitally enabled stores, Amazon Fresh stores, second hand fashion)
- » Encourage independent, unique retail, leisure and hospitality offers
- » Re-purpose empty stores (particularly large format anchor retail stores) to respond to the new role of the high street



Image Source: Planit-IE



Connectivity and Public Realm

Public realm in this area should prioritise the pedestrian. Public realm should be used to improve connections between the retail core, particularly Division Street to the Moor.

Use the ground floor across this area to create a buzz. This district will have a downtown, city core feel with a daytime, early evening and night-time leisure offer.

Use a public realm intervention to recreate an attractive connection from the Moor to London Road and Ecclesall Road through the new residential neighbourhood.

Improved connections between Division Street and The Moor, linking the growing residential population with the retail core.

Connecting Sheffield Nether Edge Wedge scheme and South West Bus Corridor schemes.



Major Projects and how to Support

The remaining phases of the Heart of the City development should respond to the changing role of Sheffield's retail core which will help create a unique destination that promotes the distinctive experience of Sheffield. Surrounding developments and retail interventions should work collaboratively with plans for the Heart of the City to ensure a cohesive city core.

Sheffield City Council will receive £15.8m funding to be used to rejuvenate Sheffield's high street. This includes public realm interventions and repurposing Fargate and High Street as social hubs for the City. This project will act as a pioneer for Sheffield's new experience based approach to the retail core.

Improvements to existing assets on the core retail, civic and cultural spine will be important in bringing vitality back into the City Centre, including Moorfoot, former Debenhams and John Lewis buildings, Town Hall, Graves Art Gallery and Central Library

Connections should be made to the Sheffield City Centre scheme.



This area is central to the regeneration of Sheffield's urban core with key projects including Heart of the City



Residential growth in this area will primarily be within the Moorfoot, Milton Street and Hanover Street areas and continue the growth of the Devonshire Quarter



Public realm in this area should prioritise the pedestrian and improve connections between the retail core



This neighbourhood will be targeted at young professionals and Build to Rent accommodation should be encouraged





Area Six

London Road,
Queens Road



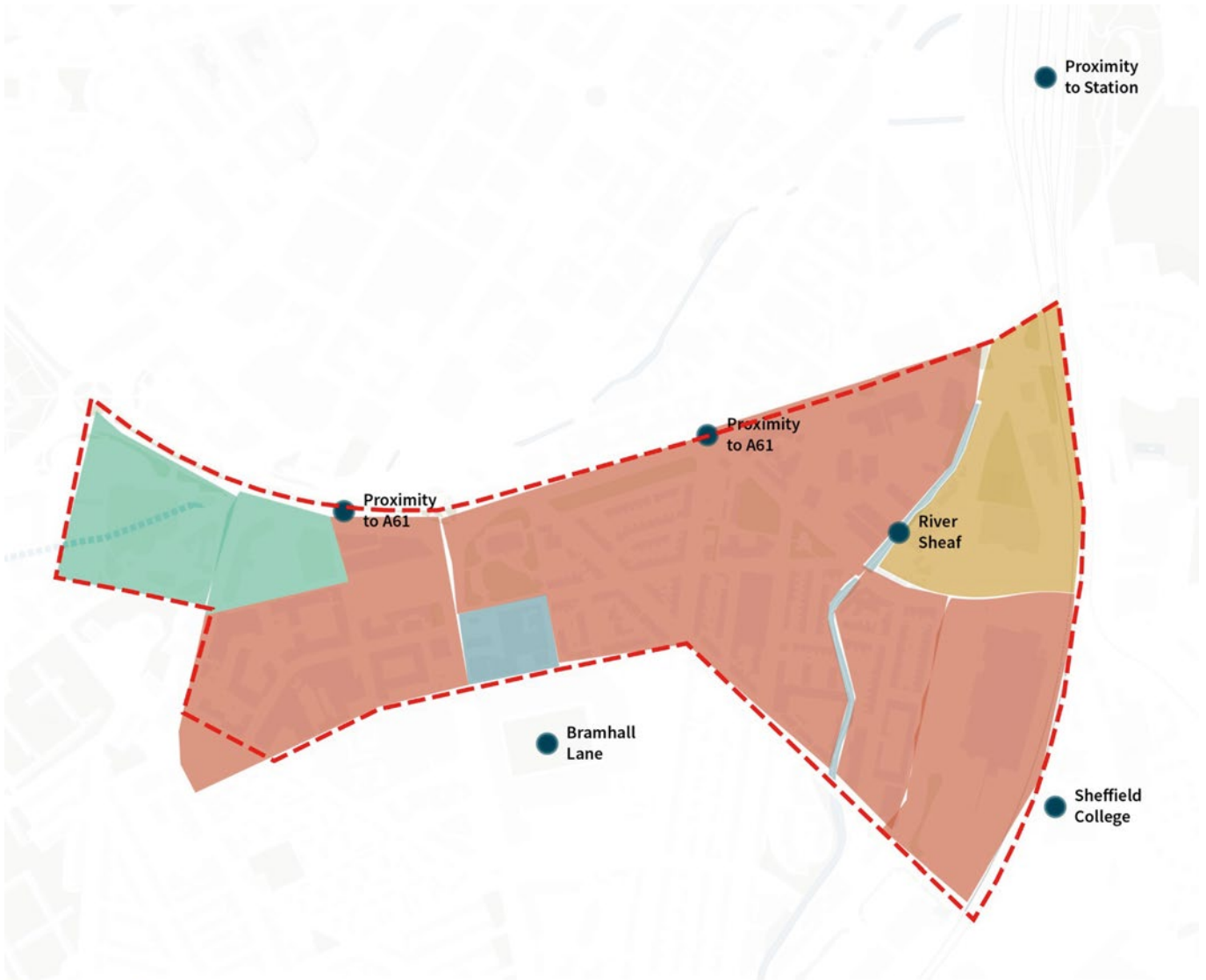
Need for new public realm connectivity across the A61



Sports and recreation



Transport and mobility



Key assets

1. River Sheaf
2. Proximity to the A61 and Sheffield train station
3. Bramall Lane Stadium
4. Sheffield College

Existing Land Use

- Predominantly residential with community and amenity uses
- Predominantly commercial with residential
- Predominantly employment / industrial
- Predominantly Retail

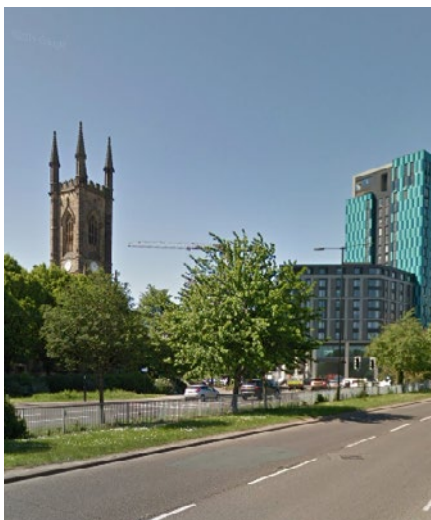


This area will grow as a residential City Centre neighbourhood, comprising low to mid rise development targeted at the for sale and build to rent markets.

Future plans will need to improve connectivity across the ring road to ensure this becomes an attractive residential neighbourhood.

This area should re-connect Bramall Lane stadium with the City Centre through improved connections to create a new clear sporting relationship to the City Centre.

* Height parameters are provided as a general guide for appropriate development in each neighbourhood. Further analysis should be undertaken on a site by site basis to determine the most suitable height for a proposed scheme.



St. Mary's Church, Bramall Lane



Midland Street, Queen's Road



Capacity to deliver approx. 571 homes



Predominantly low rise development with some mid rise opportunities*

approx. 2-3 and up to 8 storeys
subject to detailed analysis



The River Sheaf location and highspeed rail masterplan presents an opportunity to increase density



Potential for scale of buildings to step up towards higher scale of development proposed in The Moor



Commercial, Jobs and Workspace

Small scale commercial and community uses will be appropriate to support the growing residential population.

Commercial, retail and leisure uses may be appropriate around the Bramall Lane area on pedestrian routes from the City Centre.



Residential and Student Accommodation

The residential population will grow, with this area targeting a range of tenures, including build to rent and for sale in apartment style accommodation and town houses.

The house style should allow a transition from suburban terraces towards a mid rise City Centre scale and density.

Student accommodation is unlikely to be acceptable due to the distance from the Universities.



Retail, Leisure and Hospitality

- » Small scale retail, leisure and hospitality uses will be appropriate throughout this area, particularly on key routes to increase vibrancy and encourage movement into and through this area.
- » It may be appropriate to re-purpose existing large format warehouse retail & leisure uses to more appropriate City Centre uses.



Image Source: Planit-IE



Connectivity and Public Realm

Improved connections across the ring road will be central to the future success of this area as a City Centre neighbourhood. The ring road barrier should be softened using public realm interventions and new access points (e.g. bridges / crossings) should be created that prioritise pedestrians and cyclists.

Public realm on pedestrian routes towards Bramall Lane should be improved to encourage movement between the City Centre and the stadium on match days.



Major Projects and how to Support

The Sheffield Midland Station and Sheaf Valley Development Framework will improve connectivity to the London Road and Queens Road areas. Detailed designs for implementing the Development Framework should be developed in conjunction with future plans for this area.

Investment is planned for the Sheaf catchment flood protection scheme which includes sections of both the River Sheaf and Porter Brook. The scheme will be delivered in phases to 2028 and has been developed to protect:

- » communities
- » major transport routes
- » the mainline railway
- » the railway station
- » development land in the Sheaf and Porter Brook valleys.



The River Sheaf location presents an opportunity to increase height and density with high quality residential development overlooking the river



A largely suburban area, future development should see transition towards mid rise City Centre scale and density



Improved connectivity across the ring road is crucial in this area to connect to the City Centre



Target population will largely be families



Sheffield City Centre Strategic Vision

