



# Attercliffe **Action Plan**

2011-2021



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## 1. Introduction

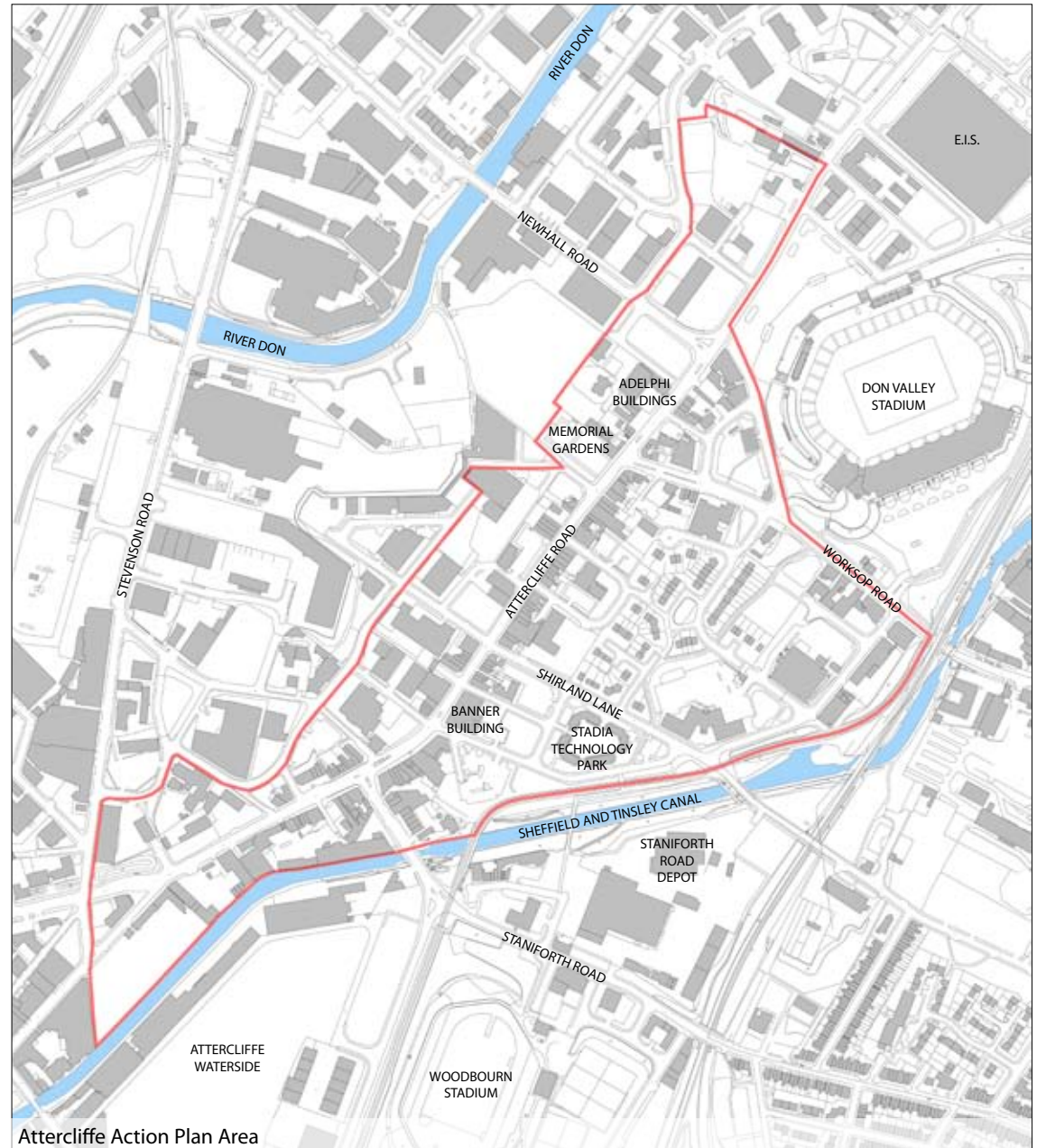
The Attercliffe Action Plan was produced by Sheffield City Council in conjunction with Building Design Partnership with the support of the local business community. It sets out a long term (10 year) framework to promote economic regeneration and the renewal of Attercliffe Centre. It will also guide public and private development and investment decisions in the area surrounding Attercliffe Road.

The Action Plan area lies to the north and east of Sheffield city centre within the Lower Don Valley. It relates to an area that includes Attercliffe Road/Attercliffe Common, and is bounded by the Sheffield and Tinsley canal, the Don Valley Stadium and other sports facilities. The western and north-western edge is formed by a number of significant industrial businesses, which remain the dominant land use in the Lower Don Valley.

### Why an Action Plan?

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

Attercliffe Road today offers service and retail facilities, some of which serve the industrial and office businesses, whilst others serve a much wider specialist market. But there is little convenience retail for the residential population or for sport and leisure users. It also suffers from a poor quality environment, noise and dirt associated with large vehicles and persistent negative image despite so much progress.



Attercliffe Action Plan Area

Waterside Development



Sheffield and Tinsley Canal

A revitalised 'High Street'



Attercliffe Road

Commerce



Stadia Technology Park, Attercliffe

This Action Plan forms part of the City Council's Thriving District and Local Centres Strategy. It is intended to identify the key assets in the study area and to identify ways in which Attercliffe centre can be improved to better serve both existing communities and projected new ones.

The Action Plan will serve the following purposes:

- Provide a guide for development and investment decisions within the area by the public and private sectors;
- Promote economic regeneration by better management and promotion of existing assets and better exploiting events and footfall;
- Create a framework to achieve a thriving local centre;
- Add local detail and proposals to the Darnall, Attercliffe and Tinsley Neighbourhood Development Framework and Lower Don Valley Masterplan.

### Market context

The Attercliffe Action Plan has been conceived in the context of a significant economic recession and it is understood that not all proposals may come forward in the immediate short term.

It is important however that Attercliffe is ready for the upturn in the market and has an appropriate vision and strategy that ensures opportunities are realised. This is particularly critical in light of the expected residential development between Darnall and Attercliffe in the medium to long term.

### Consultation

In January/ February 2010 a series of stakeholder meetings were held to understand the key issues and opportunities in Attercliffe.

In March 2010, key businesses in Attercliffe, community representatives, Council officers and Councillors were invited to give their views on

what the vision for Attercliffe should contain and where the focus of intervention should be. The seven potential elements of the vision considered were:

- a. A revitalised 'High Street'
- b. Waterside development
- c. Sport and Leisure
- d. Commerce
- e. Creative Industry / business
- f. Heritage
- g. Housing

A public consultation event was held in May 2010. An evening presentation and staffed exhibition event was held on 13th May 2010 with the opportunity to comment through a feedback form until 4th June 2010.

At the event and through the feedback forms conflicting views were expressed strongly on the benefits and disbenefits of potentially restricting HGV movement and ensuring that such a proposal does not adversely affect existing local industrial businesses in favour of newer service or residential occupiers. This is one of the issues which the plan seeks to resolve in an even handed way.

### Status of the Action Plan

The Attercliffe Action Plan sets out a framework to deliver a 10 year vision for the area, and as such will be referred to when determining planning applications and allocating public investment.

It sits within the context of the Sheffield Development Framework Core Strategy, and other local, regional and national policies, and will inform the forthcoming SDF Policies and Sites document and Proposals Map. The Action Plan was endorsed by the Council's Cabinet in March 2011 as interim planning guidance and a material consideration in determining planning applications.

## 2. Area Analysis

### Local Policy and Regeneration Context

The following citywide and local plans set the context and provide an understanding of the existing initiatives that will impact on proposals for the Attercliffe Action Plan.

- A City of Opportunity – Sheffield Corporate Plan 2008 – 2011
- Sheffield Development Framework Core Strategy (2009)
- Sheffield Unitary Development Plan (1998)
- Darnall, Attercliffe and Tinsley Neighbourhood Development Framework (2007)
- Thriving District and Local Centres Strategic City Wide Framework (2011)

The Appendix provides an overview of these documents.

A review of the above shows there is a consensus for:

- New residential development in Attercliffe, especially on sites south of the canal between Darnall and Attercliffe and potentially along the canal itself;
- Attercliffe to act as a centre for this revived neighbourhood – with enhanced vitality and vibrancy;
- Enhancing the canal and opening it up, with the potential for high quality, attractive mixed use development, with a strong residential component;
- The historic industrial roots of Attercliffe to be more valued and celebrated in new development;
- Small scale business development and industrial uses to be encouraged within

Attercliffe. (Larger scale office development is not appropriate in local centres like Attercliffe).

### Land Use

As a whole the Attercliffe area is no longer dominated by a single use as in the heydays of the steel industry. The main uses are retail, small to medium service/commercial/industrial and residential. While the major sports and leisure facilities to the north east are beyond the boundary of the study, they nevertheless have a significant impact.

**Retail:** Retail uses are concentrated along Attercliffe Road; these units include a Post Office, banks and several small independent retailers, including a number of specialist shops that draw a wide catchment e.g. fell running, reptiles/aquarium, model railways.

Attercliffe also has a small number of premises involved in the legal sex industry. This has a disproportionately negative impact on people's perceptions of Attercliffe and the potential for new businesses moving to Attercliffe.

Many of the buildings along this 'High Street' are grand in nature, reflecting its past importance, although most are now in varying states of repair and some of the units are currently vacant.

**Leisure:** Immediately to the north east are The Arena, Ice Sheffield, Don Valley Bowl, English Institute of Sport and the Don Valley Stadium which have significance within the wider context of Sheffield city region. To the south east of the centre of Attercliffe is the

Woodbourn Road Athletics Centre, an older facility which also includes ten commercially run five-a-side astroturf pitches. Leisure is therefore an important part of the Attercliffe economy and offer, but one which offers less spin-off benefits for the centre than might be expected.

**Office/industrial:** Office and business uses are generally located to the east and heavier industrial uses to the west and north of Attercliffe Road/Common and along the Sheffield Tinsley Canal. On Shirland Lane, there are two larger office/technical buildings - Stadia Technology Park and Virgin Media.



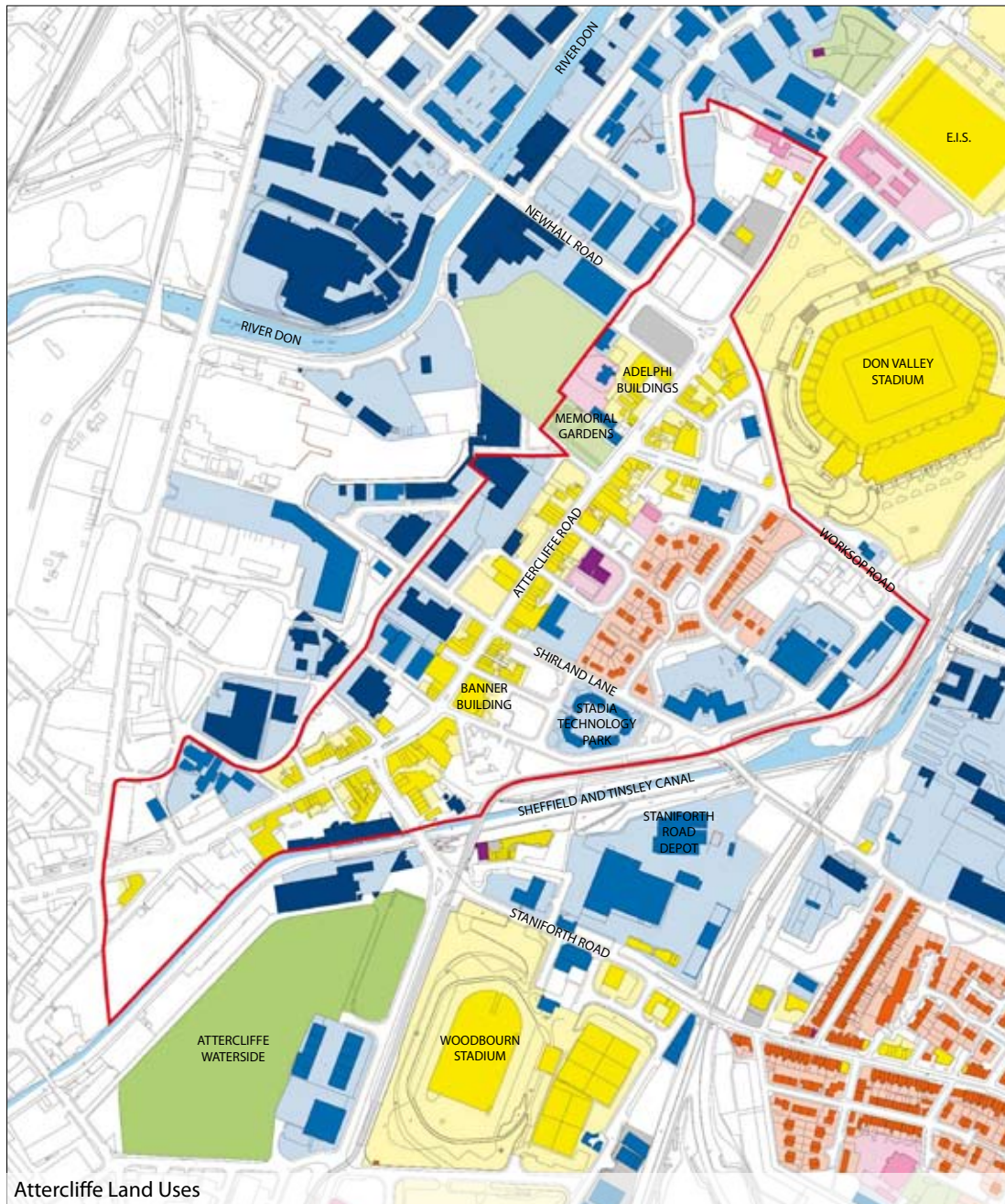
'Attercliffe Village' - Small residential Community



Jamia Mosque, Bodmin Street



Specialist shop, Attercliffe Road



Attercliffe Land Uses

**Residential:** To the east beyond the canal the pattern shifts to residential use along the main roads of Darnall Road, Shirland Lane and Staniforth Road, forming the western edge of Darnall. There is also a small cluster of recent housing, situated centrally within Attercliffe between Shirland Lane and Don Valley Stadium which was built as the result of vigorous local campaigning in the 90s.

**Community Uses:** There are a number of religious and community buildings in the wider area including mosques on Bodmin Street and Worksop Rd, the Workers Education Association in the Old Vicarage as well as Yemeni and Pakistani Community Centres and the Christian Hill Top Chapel just outside the boundary. There are burial grounds at Attercliffe Churchyard and Cemetery and a small one on Zion Lane. There are no schools within or close to the study area, the nearest being Philimore Primary School.

**Open Space and Vacant Land:** There are a small number of sites that are currently vacant, but often in prominent locations. Several units along Attercliffe 'High Street' are also vacant, with smaller plots of land which have become overgrown and unsightly.

Areas of open space identified within the study area are relatively small such as the Cocked Hat Piece the former Village Green and Attercliffe Cemetery. However, beyond the boundary, but within a 5-10 minute walk are several areas of open space, most notably the Don Valley Bowl and Darnall Community Park. To the south of the study area is the Sheffield and Tinsley Canal with moorings and waterside greens and to the north, outside of the study area is the River Don, and the Five Weirs Walk, a green corridor linking the City Centre and Meadowhall.

# Attercliffe Action Plan

## Townscape Appraisal

There are several listed buildings along Attercliffe Road/Attercliffe Common. These include the following buildings:

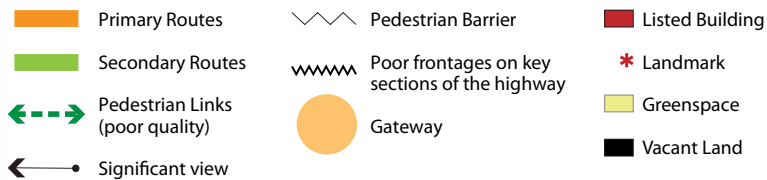
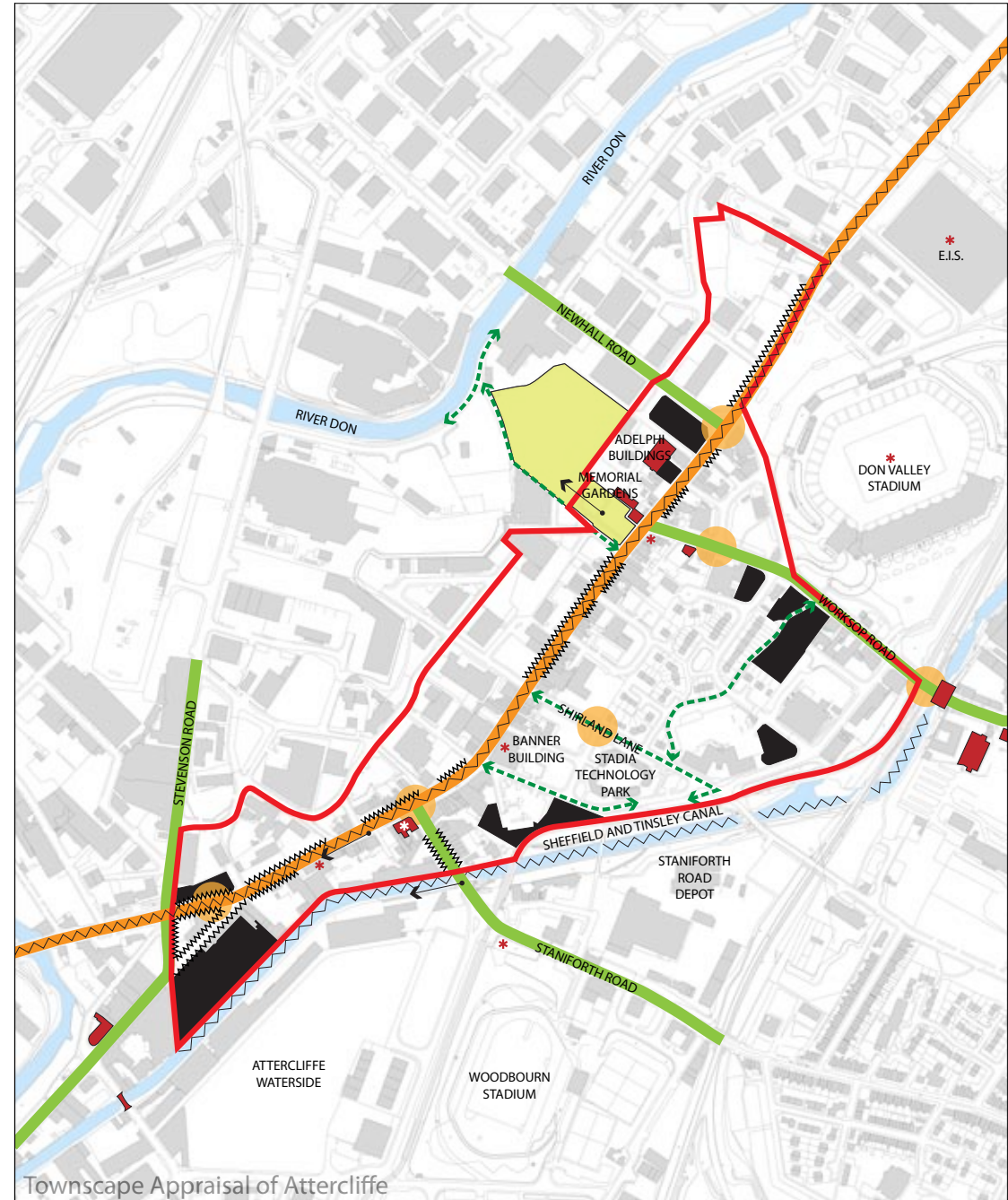
- The striking Adelphi former cinema and night club;
- The Zeenat Restaurant building on the corner of Attercliffe Road and Worksoop Road with its fine facades and elaborate details in classic Boots Chemists house style;
- The Britannia Inn (which was formerly the home of Benjamin Huntsman, inventor of crucible steel) and three stone faced bank buildings.

Other strong character buildings include the Banners former department store, now a lively retail and managed workspace. Two former Burton the taylors book-end the shopping street. A few Georgian and Victorian buildings survive including the Kings Head pub. The former Attercliffe Baths and the library now the G1 and G2 managed workspace.

Don Valley Stadium, the Sports Institute and the Arena provide a contrasting large scale backdrop of dramatic contemporary structures to the centre much as the old steelworks buildings once did.

As a strategic route from/to the City and with the number of listed buildings, there are thus a number of landmarks and gateways identified within Attercliffe. They include the junction of Staniforth Road and Attercliffe Road; Attercliffe Road and Stevenson Road and Shirland Road, Worksoop Road, Attercliffe Road around the Newhall Road junction.

Some poor quality frontages on key sections of the highway also exist along with vacant and neglected land at prominent junctions creating a negative environment on both the strategic route and the area behind.





Townscape Appraisal: Images



Gateway into Attercliffe: Adelphi Building



Key viewpoint from the Memorial Gardens



Listed Royal Bank of Scotland Building



Gateway into Attercliffe: Stevenson Road



Good quality shop frontages along a section of Attercliffe Road



Poor quality environment and condition of buildings along sections of Attercliffe Road



Barrier effect of the canal to pedestrian movement.



Listed Adelphi Building

# Attercliffe Action Plan

## Historical Development

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

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

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



Attercliffe steelworks, Newhall Road  
([www.picturesheffield.com](http://www.picturesheffield.com))

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

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

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

The 1970's and 1980's was a period of decline in the steel industry and together with 'slum clearance' resulted in the shrinking of the population which by the end of the 1970s was



Attercliffe 1855

negligible with many vacant and derelict sites and declining activity in Attercliffe.

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

In the 1990's, a concerted public sector intervention aimed to bring green spaces back into Attercliffe and a masterplan was produced for employment areas set within large landscaped areas with the aim of attracting new, clean, technology-based companies. Sheffield Technology Park was built on Shirland Lane, in landscaped setting and with direct access to the Supertram. This was followed by the Virgin Media centre which employs about 800 people in Attercliffe.



Attercliffe 1950

Don Valley Stadium and Sheffield Arena were built to host the World Student Games in 1991. New facilities were then built adjacent to the East End Park – English Institute of Sports and ICE Sheffield - creating a cluster of major sports and leisure facilities on the edge of Attercliffe.

In response to community demand sites were also allocated for new housing. An initial phase of 90 houses were built in the heart of Attercliffe off Shirland Lane and successfully sold or let demonstrating a continued strong market demand.

## Access and Movement

An analysis of access and movement was undertaken and is detailed below.

### Existing Highway Network

- Attercliffe Road carries a significant level of traffic between the M1 and the city centre (approximately 17,000 vehicles per day) despite a purpose built route – the Don Valley Link Road - intended, in part, to divert through traffic away from Attercliffe Centre via Brightside Lane and Hawke Street;
- Junction 34 of the M1 has reached capacity and any further significant development which adds pressure to that junction will result in it being unfit for purpose. As a result any significant developments in this area, including within Attercliffe, are required to contribute financially to the construction of the Junction 34 Relief Road known as the Tinsley Link;
- Attercliffe Road also links to other local strategic routes such as Greenland Road, Staniforth Road and Newhall Road which carry traffic through the Attercliffe area;
- Public Transport - there are a number of bus services with a good level of frequency and stops on Attercliffe Road and Staniforth Road providing access to the city centre and other local and regional destinations;
- The SYPTe has firm proposals for a Bus Rapid Transit scheme which will provide frequent high speed services to the city centre and Rotherham. The north arm of the network will pass along Attercliffe Road. A business case has been submitted to central government seeking funding for the scheme;

- Tram services are accessed principally at Attercliffe Tram Stop, 250m from Attercliffe Road. Services run frequently between Meadowhall, the city centre, Herdings and Middlewood;
- A tram/train link is proposed between Sheffield City Centre, Attercliffe, Meadowhall South, Rotherham Town Centre and Parkgate Shopping Centre, extending the current line.

### Pedestrian and Cycle Movement

- Attercliffe Road currently lacks a quality pedestrian environment with high levels of traffic using the route creating a hostile, noisy environment. Crossing facilities are also limited;
- The local residential areas have a good network of existing pedestrian routes which provide linkages to key local destinations and public transport;
- Outside of working hours the area is perceived by some to be unsafe / unsecure due to a lack of footfall;
- There is a network of cycle footpaths in close proximity to Attercliffe which are accessible to local residents and workers such as East End Park, the Canal Corridor and Five Weirs Walk. These key assets could be further promoted (and better signposted) to maximise pedestrian/cycle travel and enjoyment.

### Car Parking

- Attercliffe has a mixture of public, private and informal parking, both on and off street spread across the area. Each of the car parks

is utilised to varying degrees based on their location;

- The public car parks are scattered across the area with varying levels of quality and require assessment to determine what level of provision and location is most appropriate to service Attercliffe;
- Key public parking locations are concentrated around the edge of the 'High Street' and include:
  - o Zion Lane (Attercliffe Road) – approx 55 spaces;
  - o Shortridge Street – approx 60 spaces;
  - o Kimberly Street – approx 50 spaces;
- Parking provision would benefit from being centralised and consolidated around the 'High Street' core, whilst maintaining requirements near employment sites;
- Existing directional signage to car parks is poor and would benefit from an improved strategy;
- There is also a significant provision of private parking across Attercliffe relating to existing land uses. This provision is also of variable quality;
- Streets close to the tramstop are dominated by city centre commuters using the area as an informal free park and ride.

### Vehicle Movements

- A significant amount of traffic currently uses Attercliffe Road during daytime hours, particularly during peak hours. Most junctions operate within capacity but will be sensitive to any significant changes to the road layout or traffic generated by proposals. Therefore any proposals will require to consider their impact on capacity;



Car Parking sign hidden amongst shop signs



Five Weirs Walk



Parking adjacent to Attercliffe tram stop

# Attercliffe Action Plan

- As Attercliffe has a number of industrial uses both in and around the area, there is a clear need to maintain HGV access to businesses particularly north of Attercliffe Rd. Ensuring these legitimate access requirements are accommodated will be paramount alongside any proposals to encourage HGV through traffic to use the Don Valley Link Road;
- Servicing of existing commercial properties should also be considered as many buildings do not have dedicated servicing areas, loading from the road;
- Need to avoid directing HGVs on to Staniforth Rd which is a major residential road.

## Market Context

The property market in Attercliffe is made up of a number of different sectors -

### Retail

Attercliffe Road 'High Street' has the primary retail frontage which includes pubs and restaurants as well as specialist firms serving local industry such as tools, and stationary/printers. Whilst vacancies are generally few the rental levels are low and some uses/occupiers are reflective of this. The consequence is a number of opportunistic uses either by the sex-related businesses or specialist destination retailers (e.g. toy model shops, Asian fashions and exotic pets). What is lacking is quality comparison and convenience shopping such as food or household goods which would attract local residents or workers. This could now be an opportunity to exploit.

A number of the businesses in the area are

Asian owned, some serving the local Asian community e.g. the clothing stores and travel agents, whilst the restaurants and takeaways serve a wider market. There is a strong possibility that this offer could grow and this may be dependent upon better marketing and longer term on the residential community growing further in the area.

### Offices

Within Attercliffe there are a number of office developments including G1, G2 and G3 and Banners offering good quality converted spaces and the Stadia Technology Park originally aimed at a more specialist technology market. Proposals also exist for further investment and development for office/workspace accommodation adjacent to the Technology Park.

Whilst the market is currently weak, Attercliffe is well placed for further office provision due to the market within the Don Valley and its accessibility to the wider sub-region. The office sector is competitive and therefore the quality of the accommodation and environment are critically important. If the environment in particular can be improved this will contribute significantly to the attractiveness of the location for micro and SME businesses. A broad mix of businesses could be attracted, from those looking to serve the businesses in the Valley to others seeking a highly accessible location which also provides a cost effective option.

### Housing

Whilst new house building in Darnall did stall for a short time several schemes at Eleanor St

and Staniforth Road have now recommenced. Developers Keepmoat are undertaking the Horizon development at Eleanor Street. This comprises 144 new homes across a 10 acre site. A number of houses have already been built and sold and the scheme continues despite the downturn in the market.

There are other prospective residential development sites in the wider area and these over time will bring forward a larger residential community particularly at Attercliffe Waterside looking for services nearby. Values are relatively low at the moment and more comprehensive development and higher quality design can begin to address this.

### Industrial

Attercliffe still has a range of successful industrial businesses and demand remains for accommodation, although the scale of accommodation is smaller and quality requirements are higher. The Lower Don Valley provides a spectrum of choice from historic buildings to high quality modern industrial space.

Whilst no sector is facing failure or collapse, there is a rationale for intervention as the poor quality of environment and property stock resulting in low levels of demand and value require addressing.



Virgin Media, Chippingham Street



G and J Hall, Provider of specialist industrial tools, Burgess Road



G2, New purpose built office accommodation, Leeds Road

## Strengths, Weaknesses, Opportunities and Threats

The foregoing analysis can be distilled into key strengths, weaknesses, opportunities and threats for Attercliffe.

### Strengths

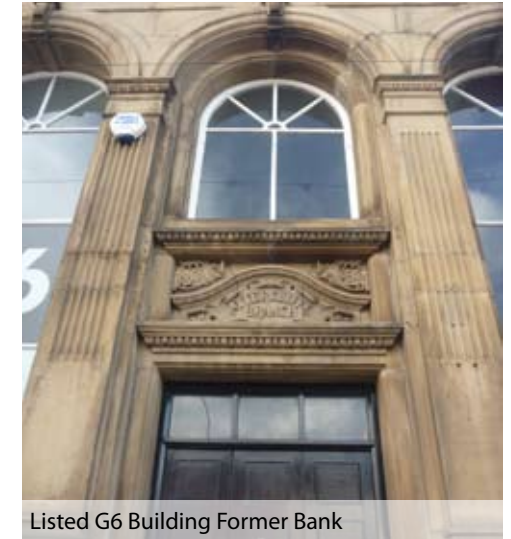
- Significant radial route – providing accessibility, prominence and passing trade
- Presence of developer/investor interest
- Relatively low vacancy rates
- Some attractive and historic buildings
- Excellent public transport links provided by Supertram and buses
- Major employers present in the area – with significant number of employees
- Regionally significant sports/leisure destinations generating large crowds and regular users
- Canal and river in close proximity
- Many historic and family associations and loyalty
- A wide range of retailing, including specialist shops, which meet some regional consumer demands

### Weaknesses

- Poor environment
- HGV through traffic creates a dirty, noisy and unattractive environment for pedestrians
- Low values thus little speculative investment and development
- Historic negative perceptions persist – especially from the sex industry and prominent vacant buildings and plots
- A limited number of recent developments
- No major 'anchor' retailer to attract shoppers or other visitors
- Current uses do not interact with each other eg sports events and cafes and restaurants
- Lack of range and quality of convenience and food offer which attracts workers and visitors to the area
- Difficulty of co-ordination of landowners and developers to act together to effect change
- Car parks – hidden from view of the 'high street' and poorly maintained and signed
- Large crowds attend venues but do not visit Attercliffe centre
- North side of Attercliffe Rd has many gaps and single storey buildings due to long abandoned road improvement line
- Surrounding residential development is slow and thus residential catchment remains limited



Attercliffe Tram Stop



Listed G6 Building Former Bank



Several sex industry shops still exist, on and just off Attercliffe Road



Number of vacant sites and car parks that are poorly maintained

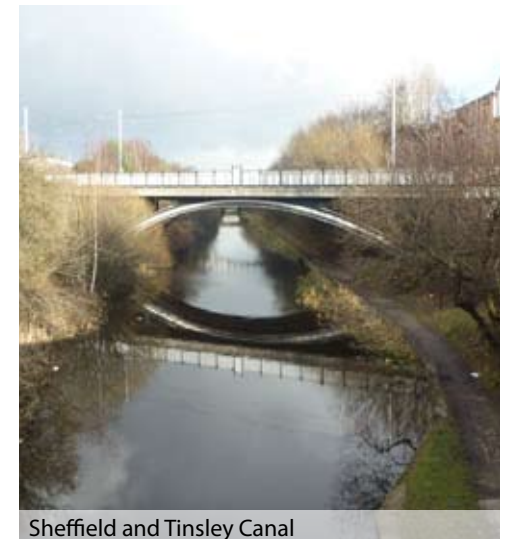
# Attercliffe Action Plan

## Opportunities

- Visitors to major visitor/leisure attractions offer opportunities for linked trips
- Significant numbers of people pass through the area but do not stop
- Potential for attracting further retail and leisure facilities
- In the longer term, a larger residential population will live in the wider area and there is demand to live in Attercliffe itself, There also remains strong demand from communities in the Lower Don Valley for a new secondary school in the area
- Existing assets provide an opportunity of a new perception of the area
- Canal provides opportunities for new development and leisure experience
- Low values may present opportunities for land assembly and to attract business investment
- World Historical significance of Benjamin Huntsman's crucible steel invention is completely unacknowledged or marked
- To exploit the current and planned improvements in public transport provision and promotion of existing assets such as free and available car parking



ICE Sheffield, just outside the study area



Sheffield and Tinsley Canal

## Threats

- Lack of funding/intervention from public sector will act as a brake to investment and regeneration
- Speculators hold rather than develop out sites
- Planned regeneration of Darnall District Centre could threaten Attercliffe
- Poor image and incompatible uses could jeopardise new opportunities
- Development of new arena in Leeds may reduce number of events at the Sheffield Arena
- The sex industry premises within Attercliffe may increase
- Competition in retail and leisure terms from sites outside Attercliffe's core centre in particular Centertainment's food and drink offer to the Arena crowds



Existing housing area in Attercliffe



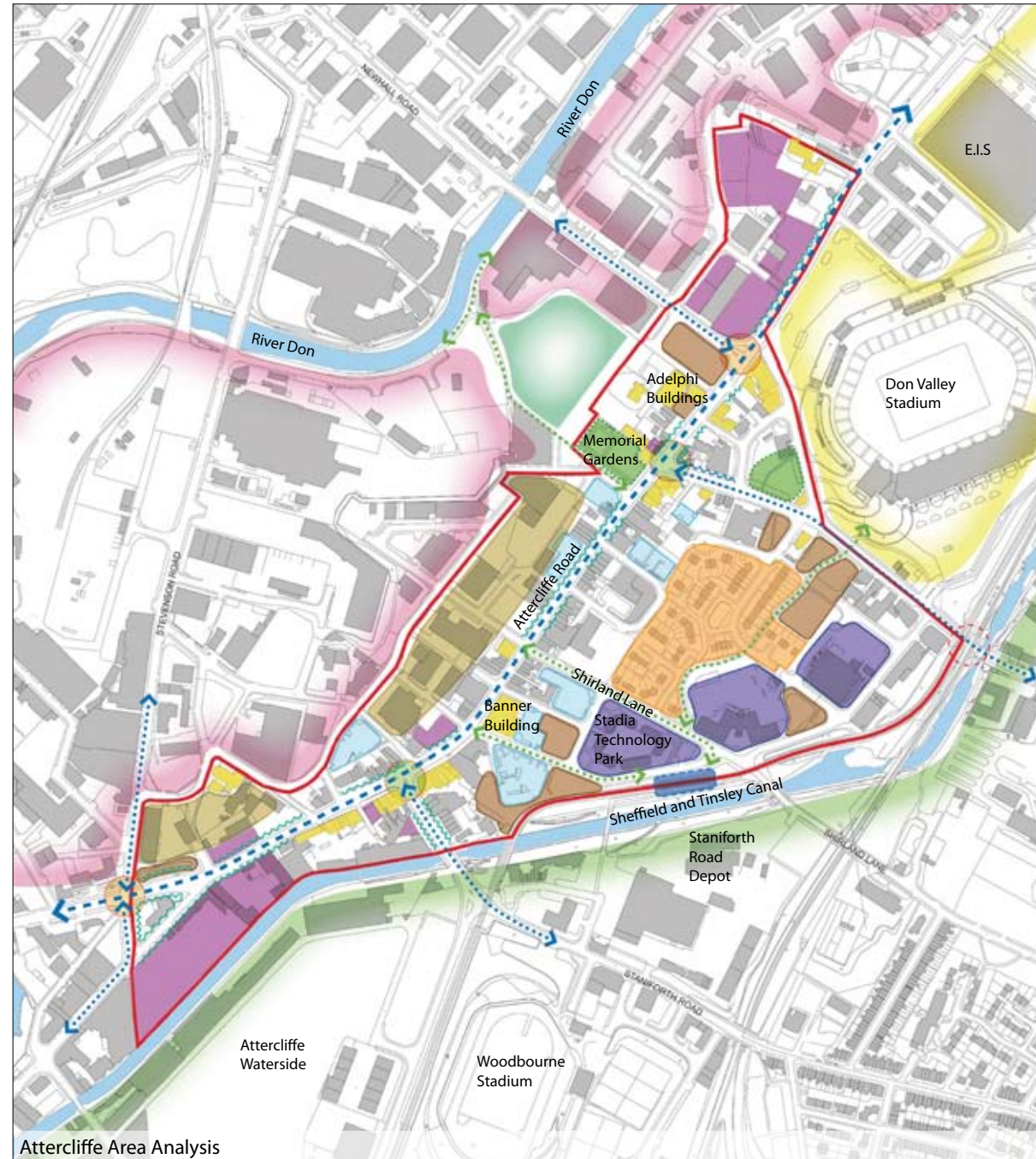
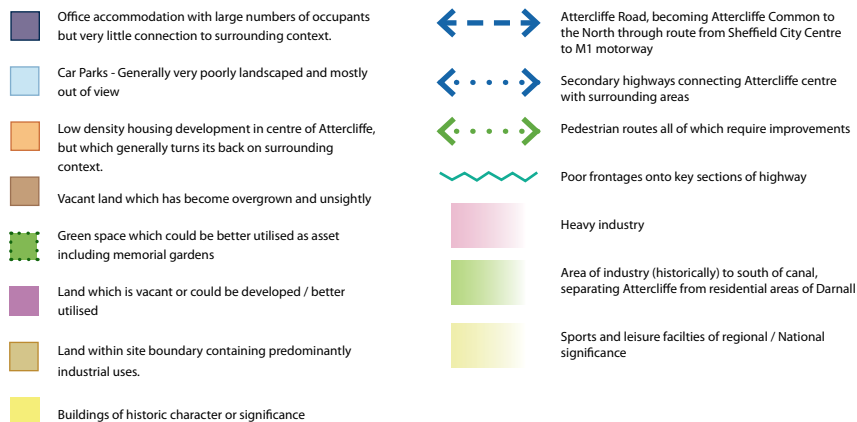
Former Queen's Head Pub, empty for many years

### The situation if we do nothing:

Attercliffe has a lot of **potential** as an area but it continues to be unrealised and weaknesses are not addressed.

- Potential customers – existing industrial workers, a growing number of business/ office workers, visitors to the sports and leisure facilities, commuters who 'park and ride' at the tram stop – are not stopping to shop/visit Attercliffe;
- Vacancy levels are low but the quality of the retail offer e.g. food shopping is poor;
- The through route of Attercliffe Road is working against the area with no obvious places for people to stop in Attercliffe and heavy goods vehicles creating a noisy, dirty environment deterring shoppers and pedestrians;
- Many businesses are attracted to the location but the poor quality urban environment often works against this;
- The canal side is a hidden asset that is currently doing nothing to enhance the wider area;
- Upper floors of many shops are unoccupied and could be converted back to residential.

Attercliffe is 'at the cliff' edge ... the assets need to start working for the area or the decline will worsen and the 'potential' will be lost...



## 3. Action Plan Vision and Objectives

The vision and objectives for Attercliffe are:

### Vision:

Attercliffe centre is once again at the heart of its community, re-established as a 'High Street' that serves the surrounding Lower Don Valley industrial and office workers, existing and new residential communities, sports and leisure visitors and passers by. Specialist shops and eating places that contribute to a positive image of Attercliffe have increased and continue to attract people from further afield. Attercliffe is an attractive and convenient location in which to live, shop, visit and work. The 'High Street' is vibrant and thriving throughout the day with activity continuing into the evening due to the diversity of its offer. Attercliffe's rich history, its architectural heritage and waterside location have been exploited to create an attractive and distinctive gateway to Sheffield. It is also a recognised centre for adult education and cultural activity.



Hoylake, Wirral



Hoylake, Wirral



Attercliffe - 1950's: A bustling centre for local industrial workers and residents



Chichester



Chichester



## Objectives:

The objectives serve to support and supplement the vision for Attercliffe and are proposed as follows:

- A more sustainable and diverse centre that serves and attracts surrounding workers, passing trade and an increasing local residential population
- An enhanced public realm that:
  - Bolsters investor confidence,
  - Improves the image of Attercliffe as an attractive, clean and safe place within which to live and work,
  - Gives greater priority to the pedestrian within the 'High Street' environment,
  - Maximises access and enjoyment of the canalside, and green spaces such as Cocked Hat Piece,
  - Enhances the first impressions of the City of Sheffield.

Within Attercliffe and its immediate hinterland

- A continued and growing employment role, building on Attercliffe's very accessible location and its mix of manufacturing, technological, sports and service businesses and initiatives such as the G1-4 managed workspace, Banners and the Technology Park and attracting new start ups and enterprises.
- An increased provision of residential accommodation, creating continuity between new thriving centres in Darnall and Attercliffe each with a distinct role and identity.
- An excellent reputation as a sports / leisure destination, building upon the success of the Sheffield Arena, Don Valley Stadium, The English Institute of Sport, ICE Sheffield and Woodbourn Stadium and increasing the dwell time of visitors to these sports and leisure facilities in Attercliffe.
- More imaginative harnessing of the heritage interest of Attercliffe.
- Support and promote the educational and cultural activities already present in the centre such as the WEA, The Adelphi and the Old Sunday school.



## 4. Development Strategy

### Introduction

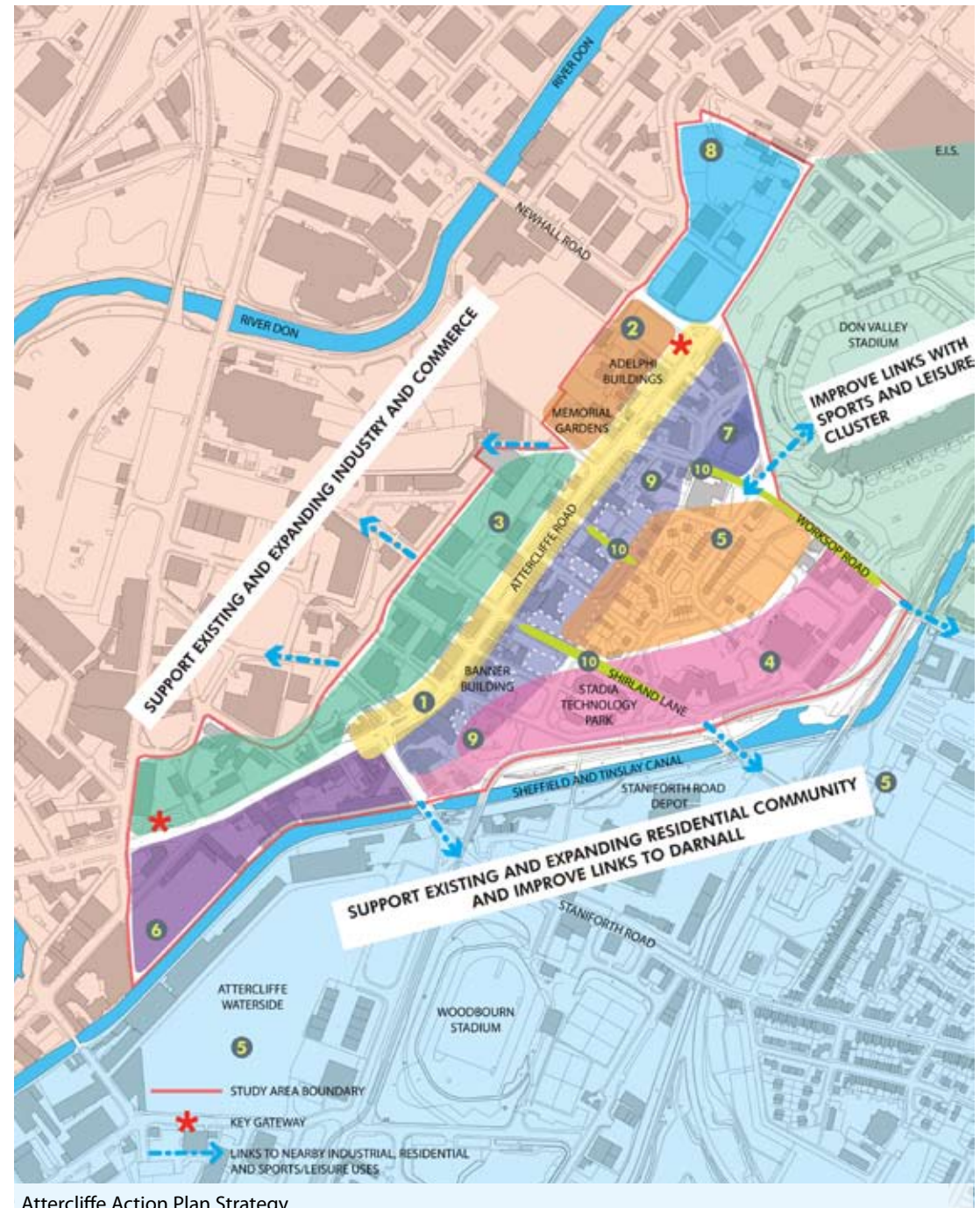
The Action Plan sets out an overall direction for the future regeneration of the Attercliffe area. It seeks to build on the existing assets and address some of the issues and threats that have been identified through the Action Plan process.

In the current economic context, flexibility in the delivery of projects is critical to respond to continuing changes in the property market and economy and the need to wait and prepare for an upturn in the market. This Development Strategy therefore provides flexibility in setting an overarching framework to the more detailed land uses and interventions identified as projects below. It sets out guiding principles for the future of the area to ensure the vision for Attercliffe is achieved if individual projects do not come forward in the short term. It encompasses:

- Land use;
- Urban Design and Public Realm Framework;
- Access and movement.

The following plan provides an overview of the proposed development strategy.

1. Refresh 'High Street' – with public realm improvements and improvements to building frontages
2. Refurbished Adelphi at the heart of a new flagship educational and cultural cluster
3. Infill with development to complement revitalised High Street including a 'convenience' food store
4. Improved public realm and expansion of commercial development
5. Build on existing residential community with new housing at Attercliffe Waterside, Darnall Fringe and in the centre
6. High quality, mixed use canal side development
7. Re-establish Cocked Hat Piece as village green event space and focal point
8. Mix of industrial uses with high quality development at Stadium View on the New Hall Road /Leigh Street site
9. Enhance and better manage surface car parking – landscape and signage improvements
10. Connectivity improvements to link Attercliffe centre with employment, residential and retail uses and to the tram



Attercliffe Action Plan Strategy

## Land Use

A revitalised 'High Street' is the overarching proposal in the Attercliffe Action Plan and Vision and is a central axis to five key land use drivers:

1. Existing residential community in Darnall and expanding residential community in the longer term;
2. Existing industry and commerce, within the Attercliffe study area and beyond to the north and west;
3. The sports and leisure cluster to the north east of the area;
4. An expanding light industrial and office sector; and
5. The strategic nature of Attercliffe Common / Road as a main access route into and out of Sheffield City.

The key land use strategy is therefore:

- Infill development along Attercliffe Road to support and complement the revitalised 'High Street' including
  - Retention and support of the 'local centre' role of Attercliffe through the development of new local retail facilities that serve workers and residents e.g. food shopping;
  - Retention and encouragement of existing retailing that in its specialist nature attracts a wide catchment of shoppers;
  - Restaurant, café and leisure uses at key locations along Attercliffe Road and the canalside;
- Recognition of the continued important role of this area of Sheffield in

accommodating manufacturing and hybrid industrial uses and supporting their growth through modern plant and buildings;

- Consolidating the commercial office area with small scale office and hybrid developments around the Stadia Technology Park, Stadium Corner etc.;
- Housing to form a more continuous link from Darnall, consolidate existing Attercliffe housing and maximise the benefits of a canalside location.

## Urban Design Framework

The following principles should inform improvements to the buildings and public realm in Attercliffe:

- Seek to develop a number of new squares and spaces that extend the 'High Street' environment, making it easy for people to 'stop and shop' e.g. Zion Square;
- Refurbish key historic landmark buildings, using their distinctiveness for creative and cultural uses, e.g. Adelphi, Spartan Works; and enhancing existing landmark buildings such as Banners, Benjamin Huntsman's former house, Bodmin Street mosque and the Zeenat restaurant;
- Making better use of historic features ie. the former village green - Cocked Hat Piece, the Attercliffe Canal Wharf and the Memorial Garden;
- Encourage larger commercial units on vacant sites, particularly at either end of Attercliffe Centre, where they would reflect the scale of the sports and leisure and industrial buildings;
- Maintain the 'High Street' scale of buildings within the main area of Attercliffe Road, addressing particularly poor quality or

single storey buildings – infilling with new retail and office uses that support 'High Street' uses and seeking to reuse or create upper floors for residential;

- Encourage higher density residential on vacant sites to the south of Attercliffe Road and near to the tram stops;
- Encourage improvements to building frontages and shop shutters.

## Public Realm

As a strategic route into and out of the city and to the sports and leisure cluster, enhancing the environment will also create the right image of Attercliffe and of Sheffield. A relevant comparator is the enhancement of the Wicker as a gateway and business area.

The key public realm objectives are:

- Inject green into key sections of the 'High Street' through appropriate planting e.g. street trees, climbing plants;
- A series of enhanced pedestrian links from the tram stop / commercial area to Attercliffe 'High Street';
- Better connections to, and promotion of, 'The Blue Loop', a continuous waterside cycle-footway made up of the Five Weirs Walk on the River Don and the canal towpath which serves as both a travel to work and leisure route and links to wider networks like the Trans Pennine Trail;
- Enhancements to the Memorial Garden to make it more of an inviting recreational space whilst retaining its primary function;
- Reinstatement of Cocked Hat Piece, the historic village green;
- Promoting more active use of the canalside waterfront particularly Attercliffe Wharf and

Stadium Moorings;

- Remove inappropriate advertising hoardings.

## Transport and Movement

The strategy seeks to address a new balance between the current accessibility of Attercliffe which also leads to a perceived dominance of heavy motor vehicles and a more welcoming and permeable environment which attracts footfall and business through a revitalised 'High Street'.

Specific objectives / measures related to the transport and movement strategy are to:

- Use clear advisory signage to redirect HGV movements (except for access) between the M1 and City Centre onto the purpose built Don Valley Link Road;
- Introduce new, branded 'Attercliffe' signage on gateways;
- Encourage access to the local centres and to assist business traffic destined for local firms and enterprises.
- Revitalise and define the 'High Street' by localised narrowing of the carriageway, particularly at gateway locations such as Stevenson Road, Newhall Road and Staniforth Road;
- Improve accessibility by enhanced quality, more reliable and speedy bus and tram services between Attercliffe, Sheffield and Rotherham (eg the proposed Bus Rapid Transport, North) and a tram / train link;
- New signage to promote the location of the tram stop and facilities and destinations in and around Attercliffe from the tram stop.

# Attercliffe Action Plan

## Walking and Cycling

Walking and cycling in Attercliffe are to be encouraged particularly for local trips through:

- Creation of new pedestrian crossing facilities in appropriate locations in accordance with desire lines to increase permeability and accessibility;
- Improvement and enhanced maintenance of the existing off street cycling route, parallel to Attercliffe Road linking Attercliffe to Meadowhall and the city centre. This should include an improved linkage into Titterton Close to service existing office sites;
- Given the proximity of local leisure uses, visitor parking should be encouraged within Attercliffe during events, to draw crowds into the area;
- On street parking restrictions which favour local businesses or residents could be implemented where it is considered beneficial to encourage parking and people towards the 'high street' rather than on Attercliffe's periphery.

## Car parking

The plan identifies the abundance of poorly maintained parking in Attercliffe and the need for more secure, attractive and obvious car parks which service existing uses and proposals. The following proposals seek to promote this strategy:

- Car parking provision, both public and private should be reviewed and consolidated to complement the proposed and existing land uses; where it is not required the sites should be offered for full or partial development;
- Some existing off street parking, in strategically identified locations should be upgraded appropriately landscaped and maintained; where possible in partnership with local business;
- The location of parking should be clearly signed or visible from Attercliffe Road to encourage passing trade;

# 5. Projects

This section identifies a number of specific projects which will start to implement the development strategy set out above in section 4 and illustrated in the following plans.

There are four transformational projects which will make a significant catalytic impact on Attercliffe, attracting further investment projects, and these together with the delivery of other key projects, are listed below. The detailed proposals and images for each of the transformational and key projects are illustrative only.







### Transformational Projects

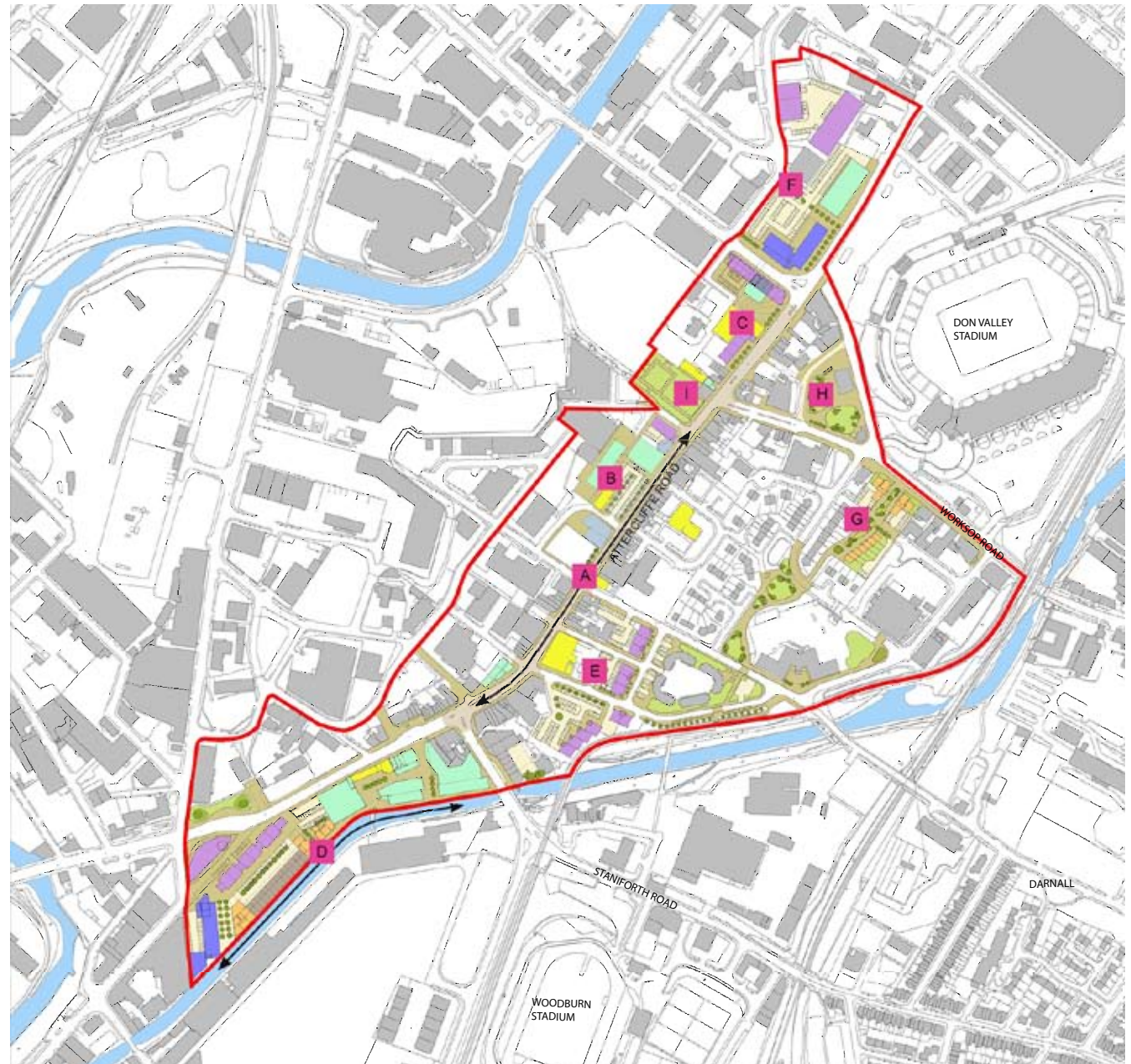
- A. Attercliffe High Street
- B. Zion Square
- C. Adelphi Square
- D. Attercliffe Waterside

### Key Projects

- E. Stadia Technology Park
- F. Stadium View Business Park
- G. New housing on Titterton Close
- H. Village Green: 'Cocked Hat Piece'
- I. Memorial Gardens

### KEY

-  Hotel/leisure
-  Offices, offices/retail or (light) industrial units
-  Retail, food and drink, offices
-  Housing
-  Character buildings
-  Open space



## Transformational Project A: Attercliffe 'High Street'

A key mechanism for revitalising the 'High Street' is to address the poor quality environment, in both visual terms and by improving pedestrian access and movement. Public investment should concentrate on maximum impact in the public realm to encourage private confidence and investment in the buildings.

### Objective

To create a new image and setting which will refresh the desire to run a business, visit and shop in Attercliffe. This is one of the overarching proposals of the Action Plan. In the short term, with other priority interventions on Attercliffe Road, this will be critical to attracting the surrounding workers and sports/leisure visitors to use Attercliffe as a local centre. In the longer term, these improvements will ensure new residents south of Attercliffe Centre have reasons to visit Attercliffe 'High Street'.

### Proposal

- Public realm improvements:
- Street furniture, modern street lighting and landscaping concentrating on the gateways at Newhall Rd/Stadium Corner and Stevenson Road and Staniforth Road;
- Street banners and street lighting that creates an identity and/or advertise events at the sports/leisure venues;
- Street trees particularly on Attercliffe Road;



A revitalised 'High Street' with landmark building, improved Banners

- Public artwork – potential for an historic link to the steel crucible method or sports/leisure destinations, with the Cocked Hat Piece being a possible location;
- Lighting of key buildings improving the visual impact of the area and celebrating key buildings perhaps initiated by 'Guerrilla Lighting' events using volunteers and sponsorship, that generates interest in buildings and raises awareness of its assets and potential;
- Public Art Initiatives - a relatively low cost and inclusive approach to improving the visual image of an area – this could be applied to the shop shutters in the short term;
- Localised narrowing of the carriageway along a section of Attercliffe Road, where possible, to reduce speeds and noise and create a pedestrian friendly environment, but without compromising capacity at key junctions;
- Redirect Heavy Goods Vehicle movements away from the 'heart' of Attercliffe (except for access to local business) by advisory notices and effective signing of the alternative Stevenson Rd/New Hall Rd /Don Valley Link;
- Bringing prominent empty buildings back into use and maximising the benefit from historic landmark buildings e.g. Queen's Head Pub, former Pierpoint fruit shop;
- Targeting owners of key historic landmark buildings to carry out façade improvements or lighting e.g. Banners Building, the Adelphi, former Burtons, Zeenat restaurant, former and existing banks and Spartan Works;
- Bringing back upper floors of buildings to full use for residential or business use.

### New Business Start Up

The accessible location, low rents and variety of interesting buildings with relatively small floor areas make Attercliffe an ideal place for new businesses and start ups to establish themselves.

Once some confidence creating interventions have been secured, city wide initiatives to support new enterprises to set up in the area, such as the BIG Programme, could be harnessed working with owners of vacant properties to fill empty units in order to create a vibrant centre for new entrepreneurs.

### Delivery

Next Steps: This project should be led by the public sector and therefore requires some funding to be sourced and secured

which can be used to undertake initial high profile interventions. This would have to be conditional on indications of willingness to invest from some private owners as well.

Funding: Modest public sector funding might come from SCC Local Assemblies and the prospect of using ERDF, LTP Lottery, Regional Growth Fund, HCA through the citywide Thriving District and Local Centres programme.

Phasing: This could be an early project which can be undertaken in a series of phases. It will signal a change in Attercliffe which will support the existing businesses and levering in private sector investment. An initial exemplar scheme could be undertaken cost effectively and to encourage private sector investment. This could involve a package of street tree planting, gateway features, flood-lighting and footway widening and re-establishment of the village green.

### Best practice Example



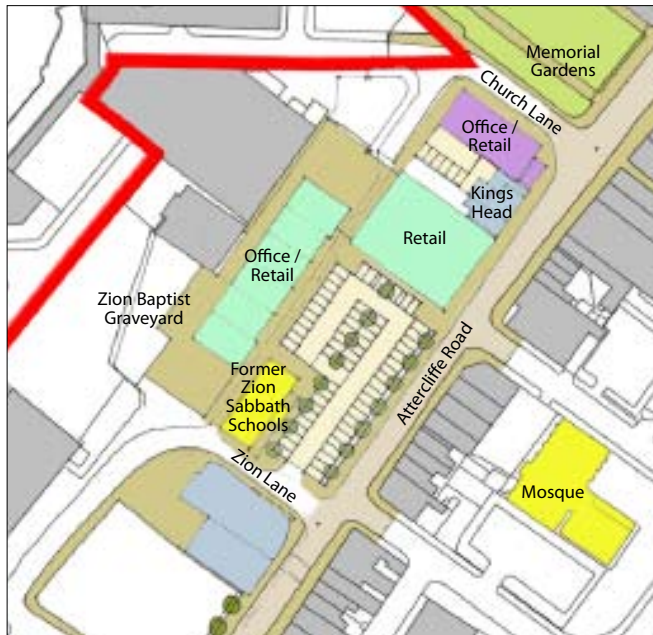
Wicker Sheffield

# Transformational Project B: Zion Square

Convenience retail, such as food or comparison shopping is almost completely missing in Attercliffe and it is this that will draw local workers and residents back to the centre and support other retail uses around it. This proposal focuses on the need to identify a site for new retail of this sort and proposes the area north of Attercliffe Road between Zion Lane and Church Lane. The area currently provides the most prominent car park within Attercliffe and is surrounded by a number of poor quality buildings.

## Objective

To provide local convenience retail e.g. food shopping to attract people to the centre and support other retail uses around it with a highly visible car park in the centre of the 'High Street' and to bring about public realm improvements by creating a landscaped square around the parking area, set back, yet prominent on Attercliffe Road.



## Proposal

- New retail - 'convenience store' – footprint approx 750m2 on Attercliffe Road, adjacent to existing Council owned car park;
- Enhancing the existing car park fronting onto Attercliffe Road, creating the right environment for people to 'stop and shop';
- Two / three storey office / retail development overlooking Memorial Gardens with some parking at rear;
- Former 'Zion Sabbath School' (Auto repair shop) refurbished and reconfigured to present a face to landscaped car park;
- Two storey office / retail development with flexible floorplate to enable sub-division to rear of car park);
- Improved boundary treatments along the remaining frontages, without obscuring the benefits of a frontage location;
- Retention / enhancement of historic Kings Head pub.

## KEY

- Hotel/leisure
- Offices, offices/retail or (light) industrial units
- Retail, food and drink, offices
- Housing
- Character buildings
- Open space

## Delivery

Next Steps: Delivery will be dependent on securing both developer and occupational interest in this opportunity. The location is prominent and the market is demonstrable. As a cost effective first step an illustrative scheme should be worked up to show to both operators and developers. Ascertaining support from key landowners will also assist – developers will be attracted by the ability to assemble the site.

Funding: The development will ultimately be funded by the private sector. Attracting a range of "good covenant" tenants will be important. Development risks can be reduced through the creation of confidence in terms of land assembly, planning and occupational interest.

Phasing: This proposal can be promoted by the public sector at an early stage in order to encourage occupier and developer interest.

## Best Practice Example



## Transformational Project C: Adelphi Square

The area between Newhall Road and Church Lane has a number of assets and opportunities:

- An existing cluster of educational and cultural activity;
- A sizeable development site in a very prominent location;
- Three listed buildings (Adelphi, the former Sunday School Building now used as a rehearsal studio and the Royal Bank of Scotland);
- The former Attercliffe Vicarage, a large former home is now occupied by the WEA but is completely invisible from any road.

### Objective

Fulfil the significant potential of this area – gateway location, proximity to sports/leisure cluster, attractive historic buildings – creating a cultural, leisure and commercial anchor, building on existing cultural/religious activities and reinvigorated buzz of activity on the ‘high street’. It will also secure the long term future of the listed buildings in the area.

### Proposals

- Work with existing stakeholders such as the Workers’ Educational Association, drama groups, community groups



along with commercial interests to reach a proposal which brings more activities to the vacant or underused buildings. Bringing the Adelphi Building back to its former glory as a landmark building within Attercliffe;

- Refurbished Burton Building (Bodicar), again as a landmark building for retail or office use;
- New high quality commercial development on Newhall Road frontage which respects the setting of the Adelphi Building and creates a new first impression of Attercliffe;

### Delivery

Next Steps: This proposal is largely dependent on the co-operation of the owners of the properties and potential developers and their willingness to invest in the refurbishment and re-use of the properties. It is likely that land assembly is needed such that sufficient control can be exercised over the area to bring forward a combined scheme e.g. the packaging of the Adelphi and Burton building elements. To encourage the private sector owners a development brief could be prepared which sets out a prospective scheme. Such a document would be endorsed as ‘planning policy compliant’ and thus help to reduce the perceived development risk.

Funding: The scheme will be led by commercial investors or social enterprises and thus the uses will need to generate the values to be viable. Should there be a shortfall then public sector support could be considered possibly using ERDF funding or lottery. One approach to assisting delivery is to secure an end use/user for the Adelphi building which can then attract/generate the funding necessary to adapt the building for that use. For example an arts, conference or training type establishment could attract interest and funding.

### KEY

- Hotel/leisure
- Offices, offices/retail or (light) industrial units
- Retail, food and drink, offices
- Housing
- Character buildings
- Open space

Phasing: There is potential to develop this proposal in a series of discreet phases of individual buildings and sites set within an overarching small scale masterplan.

Sketch images of potential proposals for Adelphi Square





# Transformational Project D: Attercliffe Waterside North

The canalside offers some of the most attractive development sites in Attercliffe and there are many examples across the country of successful waterside regeneration.

Almost the entire Attercliffe Waterside site is now in the ownership of a partnership consisting of the City Council, British Waterways and the Duke of Norfolk Estate. Most of the current buildings are industrial in nature and of little historic or architectural merit (with the exception of the Spartan Works offices and adjoining properties which should be retained) and do not maximise the potential of the canal setting.

The partnership has also assembled a large site to the south of the canal which will be brought to the market in the medium term for a major residential development of potentially up to 400 homes. This is outside of the boundaries of this Action Plan but

will be a significant boost to supporting the shops and cafes in Attercliffe Centre.

Staniforth Road / Attercliffe Road corner and the Stevenson Road junction are key gateways into Attercliffe and for those travelling into the city centre or towards the M1. These will be suitable locations for good quality feature signage and environmental improvements.

## Objective

To maximise the potential of the canal and a gateway location and to secure creative, long term uses for attractive historic buildings such as Spartan Works

## Proposal

- A mixture of uses including leisure, café, bar and small scale retail. A new layout should introduce public spaces that create access points and views to the canalside and developments overlooking both Attercliffe Road and the canal;
- Refurbished 'Spartan Works' building – the potential for new small workspaces;
- Potentially an area of new high density housing that enjoys views of the canal;
- Hybrid light industrial units fronting Attercliffe Road;
- Major area of new housing south of the canal, creating a new community that will use Attercliffe Centre and the canalside facilities;
- The potential of serving new development from a Don Valley CHP being supplied by

Bernard Road incinerator or the new Blackburn Meadows Bio Mass Power Station is being explored.

## Delivery

**Next Steps:** This proposal will be further developed in detail by the partners and a development brief prepared. The development itself will be dependent on the strength of the property market and demand. The proposed workspace at Spartan Works could form an early phase of works to help create activity and change the perceptions at this end of Attercliffe Road.

**Funding:** This is generally a private sector proposal, subject to demand and finance. However where possible some public sector assistance could assist in bringing forward quality employment uses. CHP infrastructure could form part of a bid to RGF and ERDF currently under consideration

**Phasing:** This is a large site, including the residential opportunity south of the canal, which will need to be brought forward in a number of phases within an agreed masterplan and development brief.

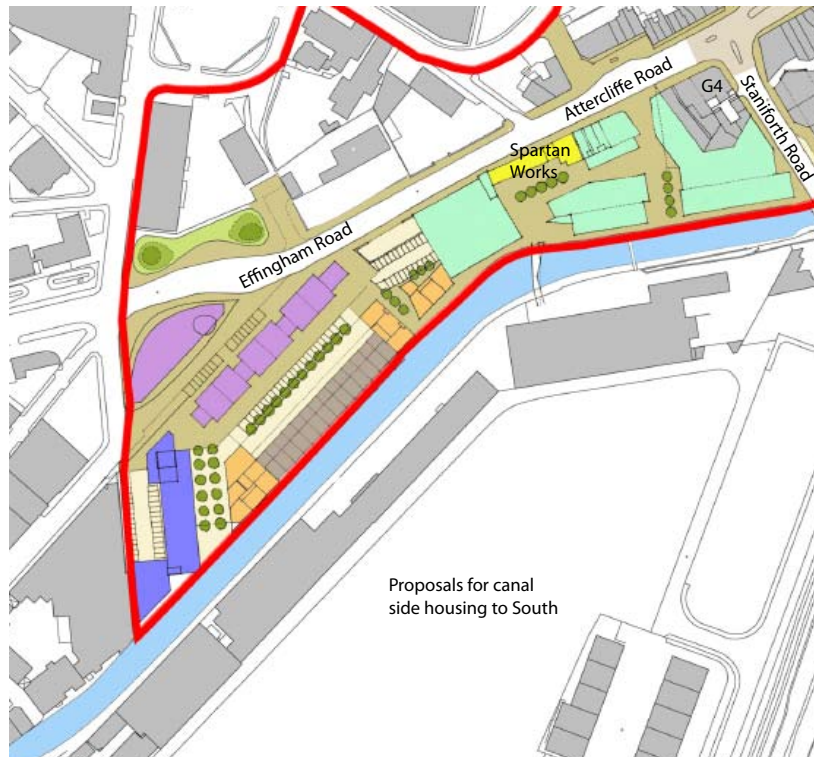
## Best Practice Examples



Round Foundry, Leeds



Canalside Development



### KEY

- Hotel/leisure
- Offices, offices/retail or (light) industrial units
- Retail, food and drink, offices
- Housing
- Character buildings
- Open space

## Key Projects

### E. Stadia Technology Park

Stadia Technology Park and Virgin Media represent a significant source of employment in Attercliffe – however the existing layout of these employment areas and overgrown formal landscaping have created insular developments that relate mainly to the Supertram stop rather than towards Attercliffe Road and do not promote interaction with the shops and cafes. There is also a need for expansion or more intensive use to increase critical mass of activity.

The proposal includes:

- Create opportunities for expansion/move-on space by expansion of the business area towards Attercliffe Road from the Stadia Technology Park on some of the parking sites with a number of small new self-contained office buildings;
- Create more formal landscaped parking areas as part of the additional office development with a proportion retained for public use;
- Reduction in the formal landscaping around Stadia Technology Park to create additional parking spaces, thinning of underplanting and removing some of the overgrown planting from the frontage of Virgin Media to create a more open appearance;
- Create better walking routes that draw workers towards Attercliffe Road – with a focus on Chippingham Street and to Worksop Road the Cocked Hat Piece;
- Soft measures to promote services within Attercliffe Centre in order to encourage more visits by staff from these businesses, eg signage & promotions.

### F. Stadium View Business Park

This site on the corner of Attercliffe Road and Newhall Rd opposite the Don Valley Stadium has significant development potential due to the proximity of the existing industrial area to the north and the sport/ leisure cluster immediately

opposite. Proposals for the site are likely to be large block development.

The proposals for this site include:

- Linking to the existing sports/leisure cluster and new Adelphi Square, this corner gateway site could provide a high quality mix of offices/ hotel / leisure / restaurant and café uses provided that they complement the activities at the Stadium e.g. providing some specialist athlete accommodation;
- New industrial units which fit with the existing uses on Leigh Street and would provide much needed modern workspace. This is now the subject of early discussions with a potential developer.

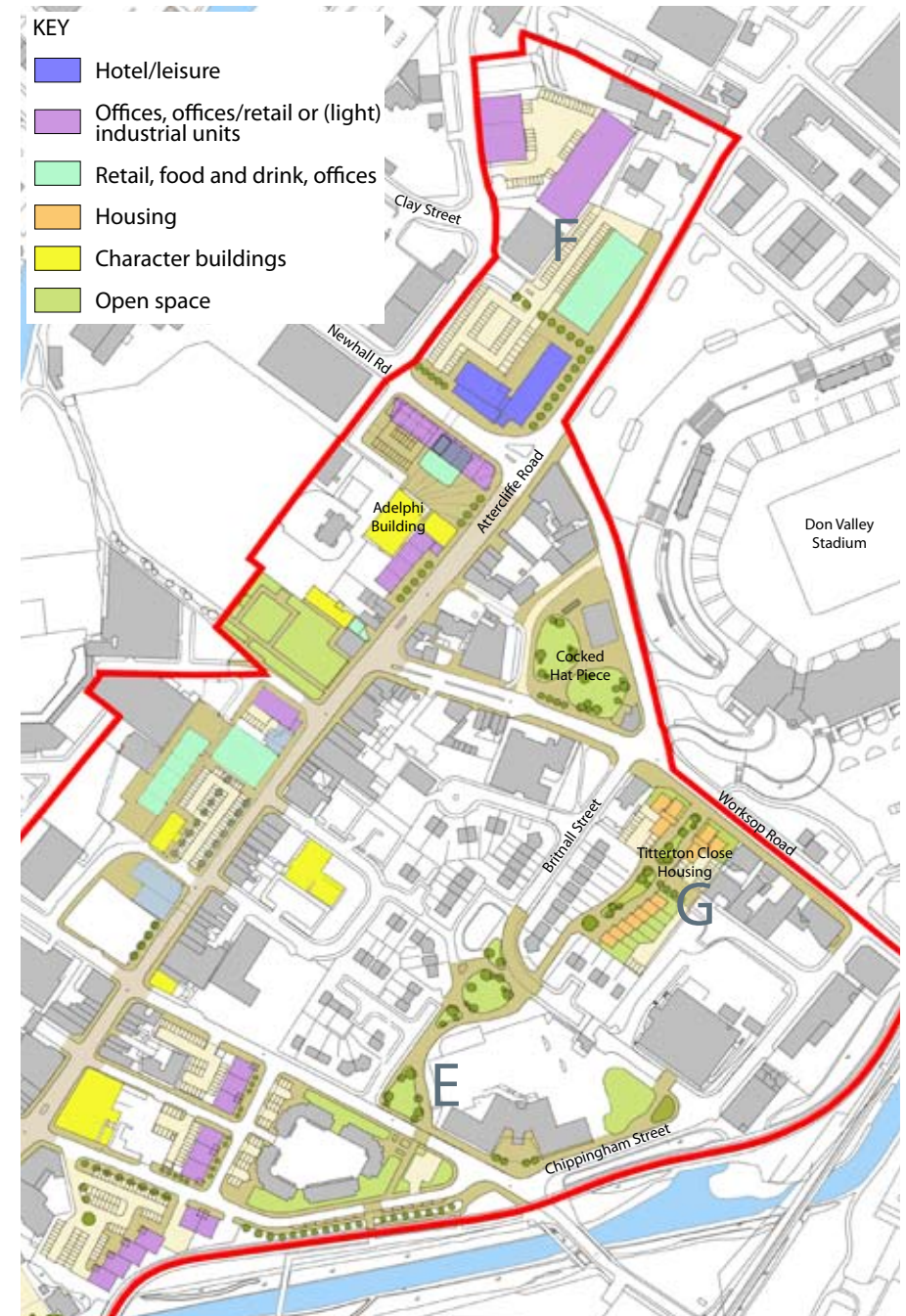
### G. New Housing on Titterton Close

Currently this site is overgrown with limited visual quality and as a pedestrian/cycle link feels unsafe for people coming from the Supertram stop to other uses in the area.

It was previously left undeveloped when the adjoining housing was built because of a specific noise issue from a nearby small industrial business. Whilst that particular business has since moved the property remains in industrial use and any new residential development of this site will need to take account of environmental conditions. The existing residential area is popular and it is believed there is market to grow and diversify the residential offer in this area whilst improving integration with adjoining streets.

The proposal includes:

- 'Mews' housing facing the pedestrian/ cycle path to enhance the feeling of safety and security;
- 3 storey apartment buildings on Worksop Road.



### H. Re-establish Village Green at Cocked Hat Piece

This is the historic location of Attercliffe's village green which dates back to the C18th at least and was once the focal point of the settlement with a number of important public buildings around it. It was recreated and planted in the 1980s as an early greening initiative but has become forgotten and overgrown and now does little to enhance the visual quality or public space of the area.

The proposal is to bring back the historic Attercliffe village green creating a focal point for existing and new activities. Initially a radical pruning of inappropriate under-planting will re-open the space for public use and visibility. Better seating, signage and boundary treatments along the length of Worksop Road will also encourage use and create a better entrance to the Don Valley Stadium. More formalised sitting areas for the nearby pubs could be considered (similar to Devonshire Green) Improved maintenance, drawing in local stewardship from businesses and residents should be encouraged and a programme of activities to re-establish its identity, tried out with local partners.



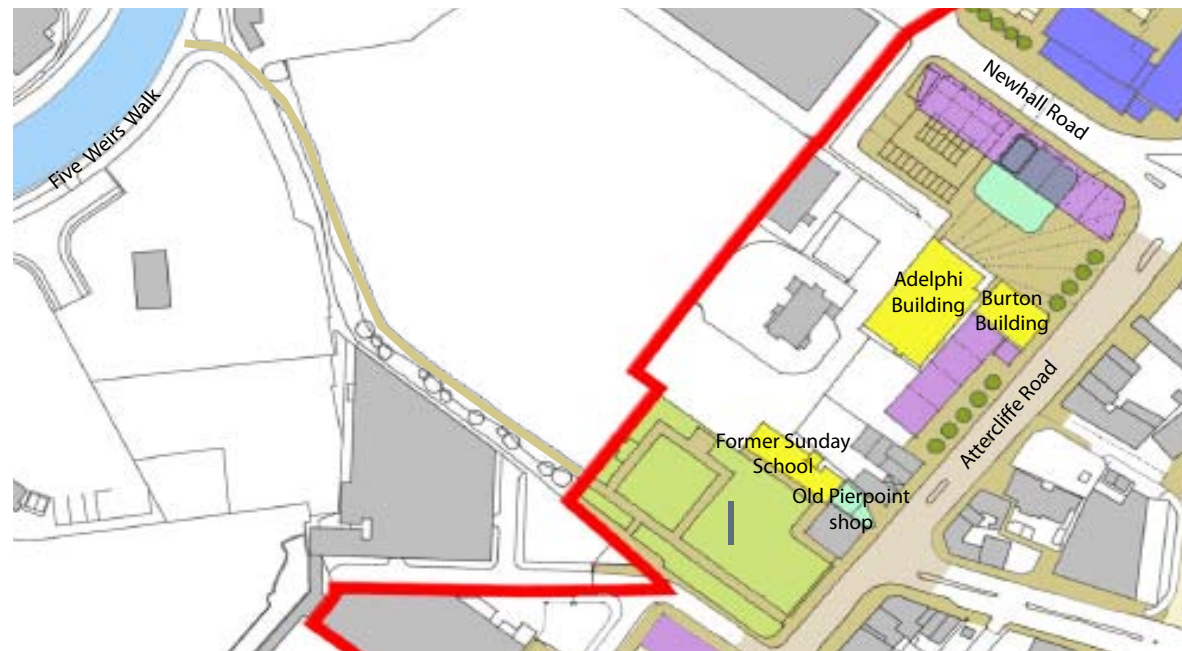
### I. Memorial Gardens

The Memorial Gardens is a green oasis within a predominantly urban environment. It is the site of a former church that was bombed during World War Two and remains consecrated.

- A series of public spaces and locations for art linking from the Adelphi through the old Vicarage gardens to the Memorial Garden;
- Enhancements to the Memorial gardens possibly including the creation of a sculpture garden, and improved link into the Five Weirs Walk and the River Don;
- Old Pierpoint shop – create a small pavilion or entrance feature to the former Sunday School building, promoting its use for cultural activity.

#### KEY

- Hotel/leisure
- Offices, offices/retail or (light) industrial units
- Retail, food and drink, offices
- Housing
- Character buildings
- Open space



## Making it Happen

The Attercliffe Action Plan is being proposed at a time of great uncertainty in the economy. Private sector development is constrained by the availability of equity and debt funding and only the most viable of projects are progressing. Public sector funding has shrunk and thus spend will need to be prioritised.

However, at the same time new opportunities are potentially emerging in respect of Local Enterprise Partnerships, the Regional Growth Fund and new mechanisms to provide funding for infrastructure schemes.

The availability of Lottery funding should improve as the burden of the Olympics passes.

The area has very significant and unique potential and improvements at Attercliffe will benefit the whole city and potentially the wider City Region given its strategic location and its major sporting and commercial assets.

In this context delivery of the proposals contained within this plan need to be flexible, incremental, yet co-ordinated. It also needs to be bold and opportunistic in so far as any private or public sector investment needs to be caught and applied in the most effective way.

The public sector will support the private sector. This may be through project development and planning and ultimately land assembly. This will also mean working in partnership with organisations which come forward looking to invest. It could, and should, become a magnet for new business start ups and entrepreneurs.

Attercliffe also has a fantastic stock of goodwill

and support from its Business Community, its local resident community and voluntary/ environmental sector. An inaugural meeting has taken place with representatives of the Asian business community to better understand their needs and to outline emerging proposals in the Attercliffe Action Plan. The power of volunteering and local involvement can also be harnessed much more than at present.

Building on the existing assets is also critical and in particular developing better links between Attercliffe and the major leisure attractions on its outskirts and to have a co-ordinated approach e.g. to marketing. A formal partnership between the leisure occupiers / SIV, the City Council and traders within Attercliffe is the first step.

In practical terms the following actions are suggested, all of which should be led by Sheffield City Council:

1. The Action Plan moves towards adoption as Council policy;
2. Establish an Attercliffe Centre Project Board with Council, Homes & Communities Agency, Local Enterprise Partnership, Sheffield International Venues, community and private sector;
3. The Action Plan proposals and projects are promoted to prospective landowners and developers to encourage new investment perhaps in a series of site briefs and through Creative Sheffield marketing;
4. Further exploration of prospective funding sources which may assist projects; eg Lottery, Regional Growth Fund & Thriving District & Local Centres initiative;

5. To use existing Council budgets and activities to help address constraints such as overgrown planting, litter and fly tipping whilst seeking to establish local stewardship activities with businesses and residents under a 'Friends of Attercliffe' initiative;
6. Identify a partner to assemble land at Zion Square to create a development opportunity which can be delivered by the private sector;
7. Organise a stakeholder event around the Adelphi Square project to establish interest and resources. If successful a Development Brief for this project should be produced in order to establish the basis of a successful scheme;
8. At Attercliffe Waterside the partners should consider bringing forward initial transformational change with the Spartan Works building complex, perhaps using ERDF funding, which could commence significant change on this part of Attercliffe Road;
9. Establish an Attercliffe Forum which would meet perhaps twice yearly to continue dialogue with key stakeholders in the area. This forum can be used to discuss and identify approaches to addressing weaknesses in the area and indeed to help disseminate information about on-going initiatives. Major employers should be engaged in order to share information and plans and also to seek to resolve issues affecting the area. Ensuring an improved dialogue with the Asian Community in this context will help to identify potential business opportunities and barriers;
10. The new initiatives proposed should be supported with a branding and marketing

strategy. This could be linked to the wider Thriving District and Local Centres Initiative and also to the role of Creative Sheffield in marketing Sheffield. It will involve a number of measures including support for the revitalisation of the 'High Street' by creating a common Attercliffe brand through themes and colours in public artwork, street banners and street furniture.

# Transformational Projects - Key Actions

Initiative	Short Term	Medium Term/Long Term.
Attercliffe 'High Street'	Explore potential developments of sites that could be used to attract private sector funding to lever in ERDF to secure investment and deliver enhancements to the surrounding environment in line with Action Plan proposals.	Move towards the implementation of HGVs alternative route.  Further investment in public realm improvements.  To ensure that as the 'High Street' changes that adaptations and improvements are made in respect of public realm and associated aspects (e.g. public car parks).
Zion Square	In the short-term some speculative work needs to be undertaken in order to: <ul style="list-style-type: none"> <li>• Target food convenience stores to obtain occupier interest;</li> <li>• Explore interest from developers; and</li> <li>• To engage with the key landowners.</li> </ul> <p>The opportunity needs to be presented in such a way that it is de-risked and attractive.</p> <p>Depending on the outcome of this work the Council could consider the preparation of a Development Brief to assist in promoting the project.</p>	Depending on the interest from occupiers and developers, the role of the Council will be to help facilitate the development – which may mean support in land assembly terms.
Adelphi Square	The complex ownership pattern presents a key barrier to this opportunity. Further work needs to be undertaken to explore ownerships and aspirations of the landowners. Complementary actions would also include: <ul style="list-style-type: none"> <li>• Linking this with the exploration of public funding to improve the City's gateway;</li> <li>• Promoting dialogue between the owners; and</li> <li>• Potentially preparing a Development Brief to set out what a completed development could be.</li> </ul>	As above there may be a role for the Council to assist in facilitating the development(s) to come forwards.  Refurbishment of the Adelphi and Burton Buildings could have viability issues and these may require some form of public sector assistance. This will need to be addressed at the time and in relation to the actual particulars of that scheme and funding regimes at that time.
Attercliffe Waterside	To explore the opportunity for ERDF funding for a new employment use led scheme for this complex of buildings.  To engage with the HCA to secure their interest in the wider Attercliffe Waterside site and explore opportunities for assistance in bringing forward development sooner – through the removal of constraints to the proposed development.	The landowners are to explore marketing the Attercliffe Road frontages in the relatively near future and bring forward new quality residential development south of the canal – dependant on market conditions.

## Key Projects – Key Actions

Initiative	Short Term	Medium Term/Long Term.
Stadia Technology Park	Explore opportunities and private sector demand for expansion of the business area towards Attercliffe Road.	<p>Produce marketing brief for new office and small workshop development between existing park and Attercliffe Road – including improved parking areas as part of development. Further investment in public realm improvements.</p> <p>Reduce landscaping and create more car parking around Stadia Technology Park.</p> <p>Manage (overgrown) planting on the frontage of Virgin Media.</p> <p>Create more walking routes.</p> <p>Promote services in Attercliffe Centre.</p>
Stadium View Business Park	Encourage development of first phase of new industrial units.	Secure appropriate future phases of development for sites in this key gateway area including mix of offices/hotel and athletes accommodation/leisure restaurant and café uses.
New housing on Titterton Close	Produce marketing brief for development potential of area.	Secure developer to create mews housing, apartments and improved pedestrian/cycle paths.
Re-establish Village Green at Cocked Hat Piece	<p>Prune of inappropriate under-planting.</p> <p>Identify proposals for significant improvement to green - and ways in which they could be supported by, and implemented with, local businesses and residents.</p>	Implement proposals to lift value of open space including better seating, signage and boundary treatment.
Memorial Gardens	Explore opportunities for enhancing open space, links to adjoining areas and Five Weirs Walk, and introduce art and sculpture into the Memorial Gardens and links to it.	<p>Improve open space, links to it and introduce art and sculpture.</p> <p>Create approach to former Sunday School building on old Pierpoint shop.</p>



Proposed Banner Building at night - a Vibrant 'High Street'

## Appendix

### Local Policy and Regeneration Context

The following citywide and local policy and regeneration documents set the context to the Attercliffe Action Plan and provide an understanding of the existing initiatives that will impact on proposals for the Attercliffe Action Plan.

Sheffield City Region Local Enterprise Partnership (LEP) Proposal 2010.

This document sets out what the LEP intends to do to lead and coordinate action and strengthen economic growth and rebalance the economy in order to increase private sector investment and job creation. In particular this includes proposals to support and develop priority sectors (including advanced manufacturing) and to unlock the economic potential of key development sites (including those in the Don Valley).

### A City of Opportunity – Sheffield Corporate Plan 2008 – 2011

The Vision for Sheffield City Council is:

- To be a modern, vibrant, green city where people choose to live, invest and work;
- To be a Council that gets things right first time for our customers;
- To be a city where everyone can achieve their full potential.

The Corporate Plan is structured around six themes. The first five themes align broadly with the City Strategy:

- Leading Sheffield's transformation;
- Vibrant, safe and strong communities – a key sub-theme is that of 'Thriving District and Local Centres';
- Protecting and enhancing the environment;
- A better life for children and young people;
- Supporting people to be healthy and independent.

A Strategic Citywide Framework for thriving district and local centres was agreed in March 2011. This identifies priorities across the city, and specific area strategies are now being progressed through the Community Assembly approval process. These have been developed with local communities, as has the Attercliffe Action Plan.

### Sheffield Development Framework

The Sheffield Development Framework is a portfolio of documents that provides the spatial planning framework for development across the City and Sheffield District (excluding the area in the Peak Park). The Core Strategy, the overarching document to the Sheffield Development Framework, setting out the vision, objectives and spatial strategy and policies for Sheffield, was adopted in March 2009.

The key policies with particular relevance to Attercliffe are:

Policy: Spatial Strategy - new development will be concentrated in the main urban area of Sheffield. The Lower and Upper Don Valleys will complement the City Centre, as primary locations for employment supported by a mix of related uses and providing for developments

not appropriate in the City Centre. Renewed housing markets in the North East urban area.

Relevance to Attercliffe: Attercliffe, within the Lower Don Valley will be appropriate for uses which complement the city centre including business and industry, sport and leisure development and housing.

Policy CS3: Location for Office Development

Relevance to Attercliffe: A sequential approach to office development, the main location is within the city centre and city centre edge (65% of office development). Small scale office development is appropriate in District Centres, in urban areas, close to a Supertram stop, which could apply to Attercliffe.

Policy CS5: Locations for manufacturing, distribution/ warehousing and other non-office businesses

Relevance to Attercliffe: Lower Don Valley is identified as an appropriate location.

Policy CS9: Attercliffe/ Newhall and Parkway Kettlebridge

Relevance to Attercliffe: Traditional and modern manufacturing and distribution are encouraged within the wider area of Attercliffe and states that more sensitive uses that would prejudice such development will not be located here.

Policy CS15: Locations for Large Leisure and Cultural Developments

Relevance to Attercliffe: The first location is

in the city centre but the Lower Don Valley is appropriate for major leisure and cultural development if no sites are suitable or available in the City Centre or City Centre edge.

Policy CS21: Boulevard of Sport

Relevance to Attercliffe: Area around the Don Valley Stadium is identified for sports related leisure and other large scale leisure uses if they cannot be located in the City Centre.

Policy CS23: Locations for New Housing

Relevance to Attercliffe: Attercliffe is not identified as either of the two main focuses for new housing development. However, after 2020/21 (and before as opportunities arise) additional housing growth will occur – with a focus on the Lower Don Valley.

Policy CS28: Housing in Attercliffe and Darnall

Relevance to Attercliffe: A mix of housing, services and employment will be promoted around the canal between Darnall and Attercliffe and the extension of this development will be encouraged, as opportunities arise, in the direction of the City Centre.

Policy CS39: Neighbourhood Centres

Relevance to Attercliffe: Attercliffe is a neighbourhood centre where new development of local shops and community facilities to serve the everyday needs of the community.



#### Policy CS54: Pedestrian Routes

Relevance to Attercliffe: Priority will be given to pedestrian routes that provide access to the Lower Don Valley between Attercliffe and Meadowhall.

#### Policy CS57: Park and Ride and Car Parking in the City Centre

Relevance to Attercliffe: Lower Don Valley is identified as a location for additional long-stay parking to serve the City Centre to be provided through park-and-ride facilities.

#### Policy CS59: New Roads

Relevance to Attercliffe: any significant new development in the area which adds pressure to the motorway junction will be required to contribute financially to building the M1 Junction 34 relief road. This will be assessed by reference to the number of vehicle movements generated by each development through J34 at peak times.

#### Policy CS73: Strategic Green Network

Relevance to Attercliffe: Lower Don/canal is identified as key elements of the strategic green network.

#### Policy CS75: Improvements to Gateways into and through the City

Relevance to Attercliffe: Gateway routes with priority for improvements include Lower Don Valley routes, A6109, including Attercliffe Common and Attercliffe centre.

Work is underway on a City Policies and Sites document and Proposals map which will provide more detailed policies and allocations to support the Core Strategy and will guide decisions on planning applications. Consultation was undertaken in 2007 on the Preferred Options for these documents. Further work has taken place and a Consultation Draft has been produced. Consultation on this document and the draft proposals map was undertaken in June/July of this year (2010). Once all comments have been assessed a submission document will be produced in Summer 2011.

The Sheffield Unitary Development Plan (UDP) was adopted by the City Council in March 1998. The majority of policies have been 'saved' until progressively replaced by the Sheffield Development Framework. Since the adoption of the Sheffield Core Strategy in March 2009, some of policies have been superseded, particularly those which give direction for housing and employment locations. Other UDP policies are partly superseded by Core Strategy policies but are retained until the SDF City Policies and Sites document is adopted so they can continue to guide decisions on planning applications. Core Strategy policies will always take precedence. Further details on saved policies can be seen on the Council website.

<http://www.sheffield.gov.uk/planning-and-city-development/planning-documents/udp>

#### Darnall, Attercliffe and Tinsley Neighbourhood Development Framework (2007)

Prepared in 2006, on behalf of Sheffield City Council and Transform South Yorkshire, this Neighbourhood Development Framework, creates the physical framework within which Darnall, Attercliffe and Tinsley (DAT) can become more sustainable communities. It is also intended to provide a framework within which the Housing Market Renewal programme was to be delivered in the area and is therefore largely concerned with the regeneration of housing in the area. This Attercliffe Action Plan builds on this framework, providing a renewed focus on Attercliffe centre.

The vision for Darnall, Attercliffe and Tinsley was:

Together, Darnall, Attercliffe and Tinsley form an urban area with strong links to city-renowned leisure, employment and transport facilities within the Lower Don Valley and the East of Sheffield. The historic character of the area respects its industrial past and promotes modern urban living. Everybody can easily, safely, and comfortably access the range of quality services and facilities necessary to enable them to live more sustainable and healthy lifestyles. The local community is cosmopolitan and inclusive, who socialise within 'natural neighbourhoods' concentrated around 'community hubs' which contain a wide range of facilities. The well-defined green space network and environmental assets such as the Canal and River are popular and are key

elements of local distinctiveness. A quality public realm of interconnected streets and open spaces make it easy and pleasant for everyone to walk and cycle around. A good range of quality housing is available to everyone who needs it and at affordable prices.

The key concepts for 'Attercliffe Village' are

- Revitalisation of High Street as the heart of an increasingly sustainable community;
- New waterside living opportunities for all;
- Improved connectivity between Attercliffe and Darnall;
- Linking the canal into surrounding communities;
- Gateway to the City Centre by water.



