



Wincobank Neighbourhood Development Framework Neighbourhood Report

December 2007





The Wincobank Walk and Talk with residents during the Visioning stage in 2005



The Wincobank Neighbourhood Strategy report front cover, published March 2006

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Introduction

In July 2007, Fluid was commissioned by Sheffield City Council to help work up the previously developed “Vision” for Brightside Shiregreen into a more detailed set of plans and designs. This work will help enable the Council and its partners to identify funding for each of the physical improvement projects proposed. The next stage will be to begin detailed design and building of some of the projects whilst at the same time continuing the development of other projects that are larger and more complex.

This stage of work is particularly important as, once approved, it will become a ‘material consideration’ in the land use planning process, i.e. it will lay down rules and guidelines that will help ensure future developments will have a positive impact on Wincobank. These reports and plans will together be called the “Neighbourhood Development Framework” (NDF) and will sit alongside the Sheffield Development Framework, which is currently being prepared by the Council to guide future development across the city.

The Wincobank Neighbourhood forms one quarter of the Brightside Shiregreen Area, and this report discusses in more detail the physical improvement projects that lie in this neighbourhood. The ideas have been developed and agreed with the Neighbourhood Forum.

An overarching Brightside Shiregreen report describes the work that has been undertaken across the whole of the Brightside Shiregreen area, and should be read in conjunction with this report.



The Event in the Tent II, December 2007, where the final proposals were displayed for the public to view and discuss.



Concord Park Fun Day, August 2007



Event in the Tent II, December 2007

Chapter 1 - Overview of the process

Project history

The initial vision for Wincobank was produced by local residents, the Council and Fluid in March 2006, resulting in the Wincobank Neighbourhood Strategy report. We would like to encourage readers to refer back to this report, and the area wide Brightside Shiregreen Neighbourhood Strategies Report, whilst reading this current document*.

Between then and now consultants Levitt Bernstein were appointed to give an independent view of whether the plans and ideas produced were realistic and of good quality. They worked with Council officers to investigate issues such as whether projects were likely to get planning permission. This work was completed in May 2007 and the outcomes have helped guide the current work.

Local involvement

Local residents from Wincobank have continued to be involved in the process. A representative from the neighbourhood has attended the area-wide Steering Group, which has met on two occasions. This Steering Group has helped select Fluid to carry out this latest piece of work, and continues to comment on proposals and give guidance on how they are communicated to the wider public. The original Neighbourhood Strategies Area Report includes an overview of how the Steering Group and Neighbourhood Forums are arranged. Please refer to this document for a more detailed understanding of how local involvement is organised.

Neighbourhood Forums have taken place on three occasions following each of the Steering Groups and for the final handover of the reports. They also took place prior to the current appointment of Fluid following the first vision stage of work. Positive discussions have taken place at each forum, during which the latest developments have been presented by the Council's North Sheffield Regeneration Team, and then debated and discussed by residents.

* The reports can be downloaded at www.sheffield.gov.uk/northregen

Alternatively you can contact Julie Southwell at the North Sheffield Regeneration Team, Sheffield City Council, on 0114 203 9677

The following is a list of the meetings that have taken place since the initial Neighbourhood Strategies Vision meetings in Wincobank in 2006/2007.

- 20/2/06 Newman Court
- 20/04/06 Newman Court
- 14/06/06 Newman Court
- 21/09/06 Newman Court
- 2/11/06 Concord Sports Centre
- 21/03/07 Newman Court
- 15/05/07 Newman Court
- 25/09/07 Newman Court
- 08/11/07 Newman Court
- 20/12/07 Wincobank Chapel

Project structure

As in the earlier vision work, residents continue to understand and value the fact that it is necessary to look at Brightside Shiregreen as a whole as well as a series of individual neighbourhoods. This will help ensure that projects remain viable and avoid competing with each other both for funding and for people to use them. It will also help area wide issues such as housing and greenspace be addressed in a joined-up way.

Project methodology

The project has been broken down into four stages:

Stage 1. A reassessment of “where we are at” by reviewing all of the work produced to date and clarifying the briefs for each improvement project. A review of the feasibility studies produced by Levitt Bernstein and a detailed project briefing by the North Sheffield Regeneration Team provided the information Fluid required to proceed to stage two.

Stage 2. Development of an area-wide Brightside Shiregreen identity and separate neighbourhood identities that will help ensure that all building and landscape projects have a distinctive local character that enhance and complement the assets of the area.

Stage 3. Design development work on all of the projects within each neighbourhood

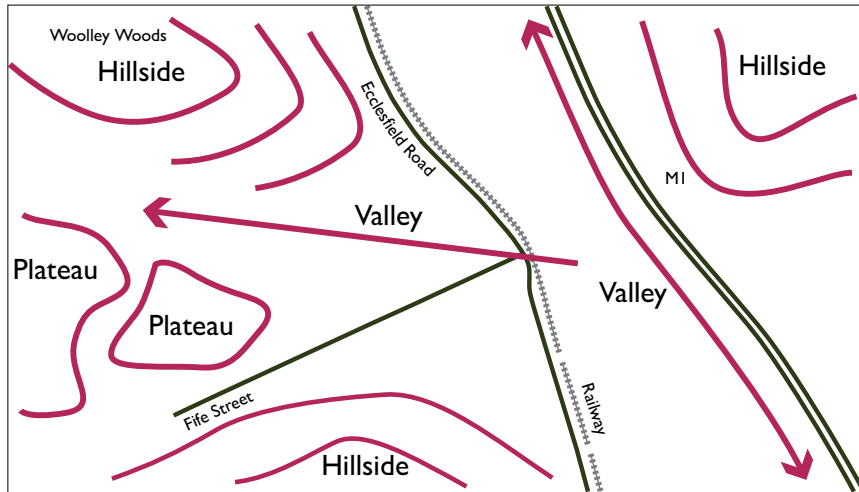
Stage 4. Further development and final checking of the projects.

Consultation with local councillors, the Steering Group and Neighbourhood Forums took place near the end of stages two and three. The first Steering Group meeting took place at Firth Park Library on the 13th September. The second Steering Group meeting took place on the 1st November at the same location.



Event in the Tent II, December 2007

A large-scale area-wide public consultation was carried out in at the beginning of December at Firth Park at the “Event in the Tent II” (the original “Event in the Tent” was held during the initial visioning stage of work in December 2005).



Wincobank topography



The valley landform can be challenging for pedestrian movement but results in fantastic views and a direct visual link with the industrial edge along Ecclesfield Road and Barrow Road.

Chapter 2 – Understanding the Neighbourhood

Introduction

During the visioning stage, Fluid spent time in Wincobank to get a feel for the physical characteristics of the neighbourhood. In the vision stage neighbourhood report you can read our descriptions of the area and view diagrams that help describe its characteristics. These diagrams help shape the strategy for improvements in the neighbourhood.

This time round, we have added further analysis to back up the previous work and to support the proposals in this document that develop the improvement strategy

Topography

The topography of Brightside Shiregreen plays an important role in the identity of the area and helps to give each neighbourhood a very different character from the others.

Wincobank is an area defined by valleys, which frame views of the hills around Rotherham, the gas cylinders and the Blackburn Valley. The valleys of Fife Street and Standon Road are separated by two plateaux and bordered by the hills of Woolley Woods and Wincobank Hill.

Whilst the valley landform can be challenging to pedestrian movement, it has resulted in a distinct sense of a focal point at the bottom of the valley, at the 'village centre'.

The Blackburn Valley runs to the north and east of Wincobank, and environmental improvements are prioritised in this area. The Sheffield Development Framework Core Strategy policy SNE2 states that *“environmental improvements to enhance walking and cycling access, biodiversity and physical attractiveness of the Valley will be emphasised.”*



Movement network

The landform of Wincobank creates a very restricted access. Large infrastructure routes including the M1 and the railway pass Wincobank along the Blackburn Valley, which also provides the main access to the neighbourhood.

Wincobank has few links to other parts of Brightside Shiregreen and can feel isolated from other areas. This isolation is reinforced by the frequent dead ends for vehicular traffic in the area.



Scale and Urban Grain

Wincobank has a very fine scale of development, mainly formed of semi-detached or small blocks of post war development. There is also a considerable amount of pre-war terraced housing stock. This is in direct contrast with the large built forms of Blackburn Valley on the other side of Ecclesfield Road / Barrow Road.

The large block at the junction of Barrow Road and Fife Street should be noted as being out of place in the neighbourhood given the fine-grain of residential development in the surrounding area.



Land Use

Wincobank is a residential area with a clear neighbourhood centre at the junction of Fife Street and Standon Road. Blackburn Valley is defined as a business and industrial area. Surrounding the neighbourhood is the large open space of Woolley Woods with Concord Park beyond, giving good access for leisure and recreation.

Chapter 3 – A Neighbourhood Identity

In the area wide report, we have described how we have developed an “area identity” that can help shape projects and ensure that designs are special and recognisably part of the local character of Brightside Shiregreen. This is a good way of ensuring new buildings do not appear out of place and unsympathetic to the existing look and feel of the place.

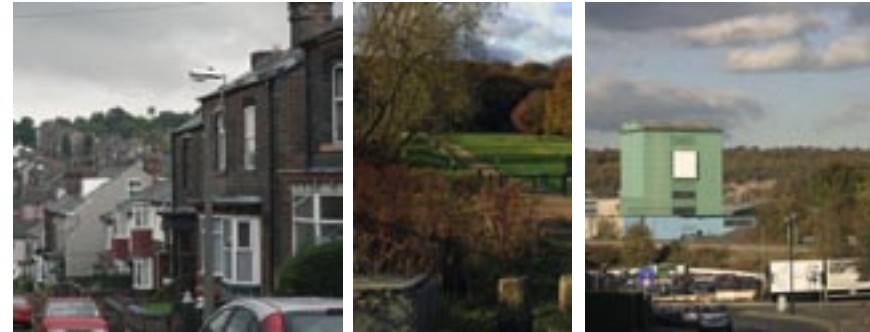
As well as defining an area identity, we have defined neighbourhood identities too. Each neighbourhood in Brightside Shiregreen has distinctive characteristics that can influence the design of new buildings and landscapes within each neighbourhood.

How we have illustrated the identity

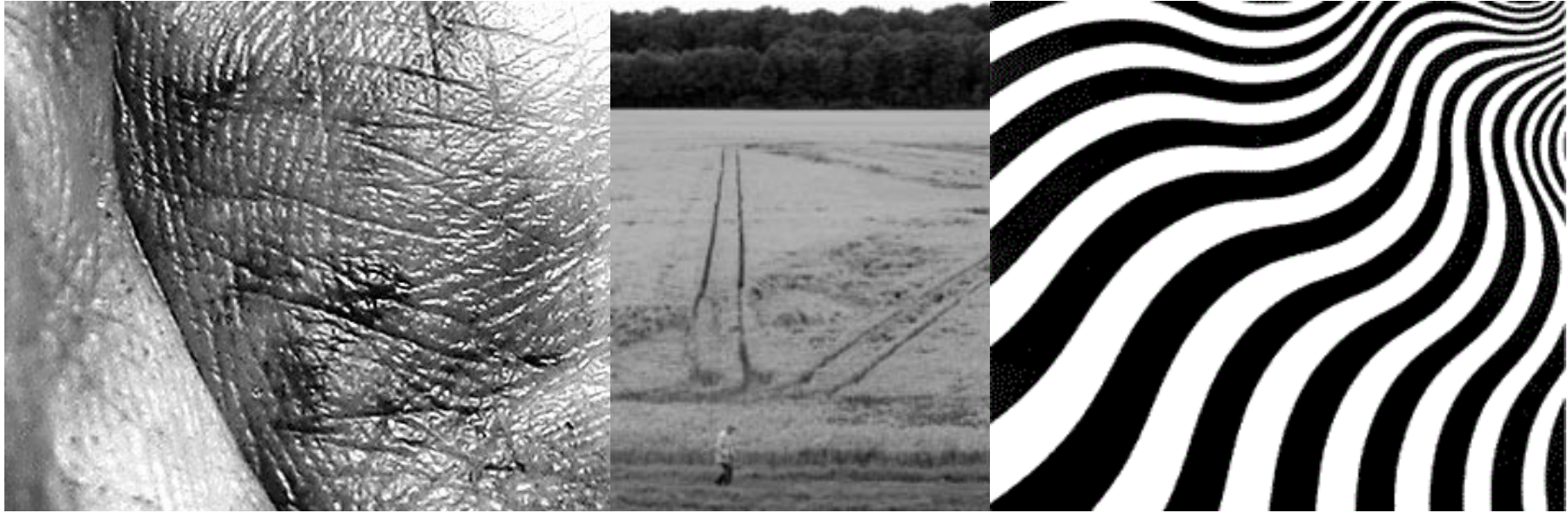
The stand-out features of each neighbourhood have been studied and artwork has been identified that we feel reflect these features. Key words have been used to describe the nature of each neighbourhood, and these words can be used in the design briefs for the projects when they are worked up in more detail. Design features such as the shape, appearance and materiality of new buildings should use these words and the associated images as inspiration.

We have then chosen two words or phrases that we hope capture the essence of the identity, creating a design concept for the neighbourhood.

All of these words and images will be included in the individual design briefs for projects within the neighbourhood.



The Wincobank identity picks up on the proximity of the (left to right) tightly packed terraced housing, the wild landscape of Woolley Wood and the industrial edge along Ecclesfield/Barrow Road



Artwork representing the fine-grain pattern of the neighbourhood's streets that is reflected in the hand-lines of the worker's hand, and the dominant direction of the neighbourhood funnelling into a point at the bottom of the valley of Wincobank.

wild
 layered
 coarse
 rough intimate scale
 fine grain
 valley industrial
 organic
 hard-wearing
 hard-working
 informal transport links
 funnelling
 framed vista
 rich

Key descriptive words can be used in the design briefs for new projects, to help designers choose materials and building forms that relate to and enhance the local qualities and character of Wincobank.

The identity

The artwork reflects the physical pattern and intimate nature of Wincobank, a funnelling of organic streets that lead to the village centre at the bottom of Fife Street

- The views from the **valley** are **framed**, i.e. the sides of the valley frame what can be seen
- The presence of the woods brings a **wild** element to the neighbourhood (it is much less formal and manicured than Firth Park for instance)
- The proximity of the **industrial** edge and the industrial history of the neighbourhood implies a **hard-working** and **hard-wearing** neighbourhood
- The development pattern is **fine grain**, and an **intimate** and **domestic scale**
- The history and pattern of settlement is **rich**



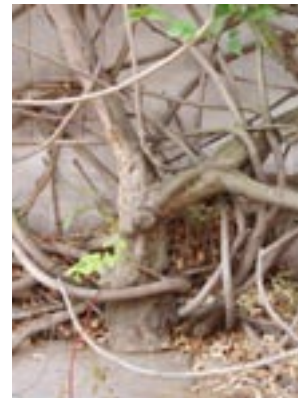
Wincobank has a fine-grain scale of buildings, streets and footpaths



A blend between natural, earthy colours and rusting, industrial tones



The neighbourhood identity could be implemented by contrasting the use of materials such as cor-ten, timber and stainless steel, with soft landscaping schemes that use wild and untamed species that require little maintenance.



Building materials & scale

Design concept: Wild nature and Industrial Heritage

The Design Concept

After considering the artwork and key words, and talking through the development of the identity with the Steering Group and Neighbourhood Forum, we have chosen the words: “Wild Nature and Industrial Heritage” to summarise the Wincobank identity.

The images on the left illustrate the colour palette and types of materials that designers should be influenced by when drawing up detailed designs and concepts for each of the development projects in the neighbourhood

The Colour Palette and Material Examples

The colour palette is a representation of the tones of colour found in the wild woodlands of Woolley Wood and other greenspace areas, and those found along the industrial edge and residential area of Wincobank.

The earthy tones can be seen in the colour of a lot of the houses in the neighbourhood, and generally there is a sense that natural colours are most appropriate to the Wincobank neighbourhood.

The contrast between the wild natural environment and the industrial heritage of the neighbourhood could be represented in the materials chosen for new buildings and landscapes.

The use of new contemporary and ‘urban’ materials that haven’t been seen before in the neighbourhood will help create new landmarks, and designs of high quality, and avoid too much of

a ‘country village’ feel. Wincobank remains a part of the city of Sheffield and it is important that it retains its urban qualities.

The use of fine grain materials rather than larger slabs would reflect the small scale grain of the neighbourhood; it’s not a place where huge buildings sit, these can be seen along the industrial edge of the neighbourhood.

Wincobank Masterplan

Drawing key

-  rear gardens
-  arrows indicate house frontage direction
-  new housing
-  new home zone
-  strong building frontage
-  site boundary
-  existing greenspace and topography
-  urban walks
-  new gateways
-  new pedestrian access
-  new vehicular access
-  improvements to elevations
-  community core buildings
-  retail
-  existing houses
-  main movement route



Chapter 4 – Wincobank Projects

The strategy for improvements in Wincobank was established during the visioning stage, and based on the Five Big Ideas. We have included the strategy diagram to the right to remind readers of the intention, which primarily is to reinforce a strong and successful central community focus to the neighbourhood and improve pedestrian access to it.

This strategy centres around improvements to the “village” centre which was identified as being the area around the bottom of Fife Street, during the vision stage. Originally there were three possible locations where a new or existing building could act as the neighbourhood’s key community facility. Recently proposals to extend the community facilities at Brenden Ingle’s Gym will lead to this location being linked to the village centre..

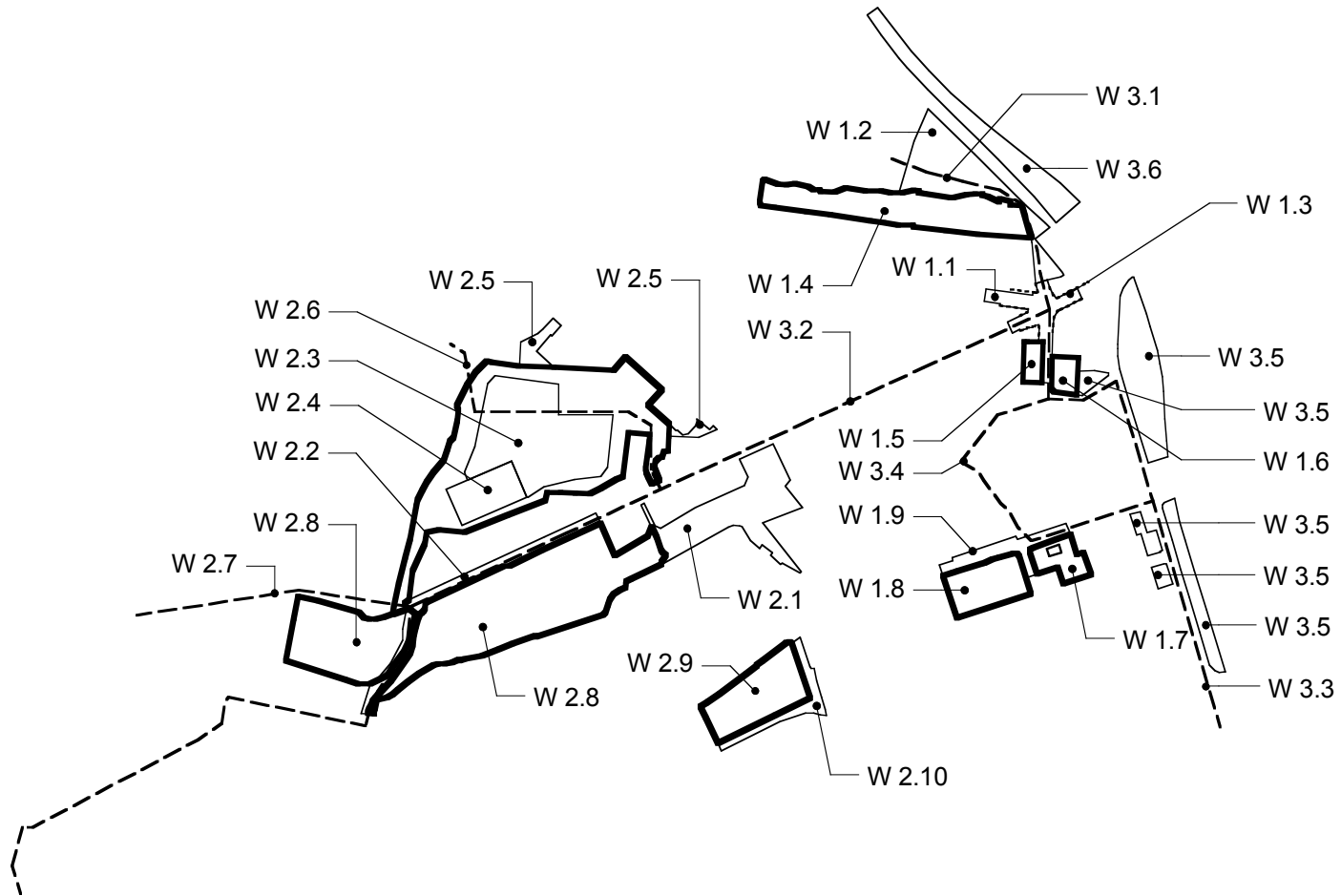
The second major project in Wincobank is in the central area, near the top of Fife Street. The possible merger of Concord Junior and Wincobank Infants schools offers the opportunity to create a series of school buildings and landscapes in this area, creating a much better quality of environment and providing a destination for the top of Fife Street. The development of the old playing fields behind Fife Street will create new green and hard landscaping areas, as well as providing a better mix of housing types, with good design quality.



The strategy for improvements outlined in the 2006 Wincobank Neighbourhood Strategies Report

Wincobank Project Plan

The plan lists all of the projects being pursued in the neighbourhood, whether short or long term. Please refer to the next page for project descriptions.



1 Lower Wincobank Village Centre

W 1.1 Streetscape village centre works

- Realignment of kerb lines to improve pedestrian safety and manage traffic and cycle flow
- Footways resurfacing
- Highways resurfacing and extended raised tables
- New tree planting in surface flush grilles
- New street furniture including cycle stands, benches and bins
- New feature lighting

W 1.2 Ecclesfield Road green space

- Dara Street home zone to provide improved sightlines and pedestrian connection to the village centre, but with a very green feel
- Landscaping to park with new pathways
- Car and cycle parking to serve both the village centre and Woolley Woods
- Children's play area

W 1.3 Façade renewal

- Façade improvements to existing buildings fronting the village centre. Likely to consist of new render to walls and general redecorations.

W 1.4 Woodbury Road

- Mixture of two and three storey family homes overlooking the adjacent green space
- New vehicular access designed on home zone principles
- Integrated on street parking within the home zone, one space per unit
- Site currently used as allotments

W 1.5 Site of Wincobank Wash House

- 5 units of two storey family housing with off street parking, one per unit
- Demolish existing building

W 1.6 Chapman Street Surgery

- Allow for future of small occupational health building currently on site
- 12 units of one and two bed apartments in a three storey corner block
- Off street parking with secure cycle storage
- Allow for future of small occupational health building currently on site
- Demolish existing building

W 1.7 Community Hub

- New community rooms attached to the existing community facility Brendan Ingle's Gym
- One main room of 10x10m, kitchen, toilets, office, small meeting room

- Small play area
- Parking
- High quality design, a landmark building for the area

W 1.8 Newman Road

- Mix of two and three storey flats and family houses on a generally flat site
- Off street parking, no more than one per unit

W 1.9 St Thomas' streetscape

- Streetscape improvements including integrated parking bays, street furniture and raised table.

2 Fife Street and surroundings

W 2.1 Fife Street green space character area

- Soft landscaping to an existing green space

W 2.2 Fife Street streetscape

- New public space with parent waiting areas to support the new school
- School drop off point and vehicle turning head
- Designated parking bays for school visitors

W 2.3 Hinde House Lower Playing Fields new housing

- Mix of two and three storey flats and family houses on a flat site with access issues due to surrounding steep verges
- Home zone routes through and around urban blocks
- Surrounding soft landscaping
- New vehicular access from Stanwell Avenue. Other potential vehicular access to be investigated

W 2.4 Hinde House Lower Playing Fields sports pitch

- Hard surfaced sports pitch
- Seating areas

W 2.5 Hinde House Lower Playing Fields green links

- Soft landscaping and pathways

W 2.6 Hinde House Lower Playing Fields pedestrian connections

- Similar to an urban walk
- New pedestrian routes across the new area of housing

W 2.7 Hinde House School pedestrian connection

- Improvements to stairs to access Hinde House School boundary
- New gate with remote locking / unlocking
- New path linking to existing hard surfaced areas

W 2.8 New Primary School

- New two form entry primary school
- The amalgamation of these schools is in line with council policy but is not a priority for the city for at least the next five years.
- Children centre, preschool provision and community rooms
- All weather multi-use games area
- Infant and junior playgrounds with supporting external spaces such as wild life areas and outdoor classroom
- Single storey building that works with the sloping site, terracing down the hill with blocks of classrooms

W 2.9 Wincobank infants School new housing

- 30 units of two-storey family housing
- Off street parking - one per unit

W 2.10 Wincobank Hill greenspace entrance

- Soft landscaping
- Tree planting
- New signage
- Refurbished footways

3 Urban Walks and Edges

W 3.1 Woolley Woods urban walk

W 3.2 Fife Street urban walk connecting Wincobank Village Centre to Centenary Green

W 3.3 Barrow Road urban walk connecting the village Centre to the new medical centre

W 3.4 Barrow Road to the new community centre attached to St. Thomas' Church Hall

W 3.5 Barrow Road green space character areas

- New soft landscaping under the theme of wild nature
- Integrated lighting scheme to landmark the adjacent industrial heritage

W 3.6 Ecclesfield Road green space character areas

- New soft landscaping under the theme of wild nature
- Integrated lighting scheme to landmark the adjacent industrial heritage



Facade improvements at key village centre locations would change the appearance of Wincobank and attract the attention of passing by motorists



New Community Facility - New, striking forms and materials should be used to create a local landmark



Images illustrating possible long-term improvements to Ecclesfield Road greenspace



Green character areas - New planting can provide green relief and reinforce the local identity of wild nature versus industrial. Feature lighting of industrial landmarks would celebrate local heritage.

Project detail - Lower Wincobank Village Centre, Ecclesfield Road green space and other green spaces

Improvements to the 'village centre' streetscape at the bottom of Fife Street could be complemented by new render or paint to the critical frontages of existing buildings to provide a stronger image for the area. Colours should follow the colour palette.

Ecclesfield Road greenspace is currently undergoing improvements to the play area, driven by the 'Friends' group that has recently formed. Other environmental improvements are being pursued on a project by project basis.

If the opportunity arises it would be beneficial to pursue a larger scale set of improvements to this greenspace, considering a number of different projects at the same time. Such improvements would benefit from being considered in relation to any new housing that may developed along Woodbury Road.

- Consider extending/improving the existing cycle track to overlap with the boundary to the woods. This would require further consultation and approvals, but would ensure that this successful facility for young people remains popular and well-used.
- New, imaginative play area making use of the natural landform and overlooked by new housing
- New vehicular and cycle parking facilities to serve both the woods and Wincobank Neighbourhood Centre

Project detail - New residential developments

- New housing in Wincobank with high-quality design increases the type and quality of housing available in Wincobank, and would include affordable homes.
- New housing on the Hinde House Lower Playing Fields improves accessibility to this greenspace and increases security. Although the amount of greenspace would be reduced, the quality of it would improve. Potential vehicular access to this site will need to be investigated further as part of the project brief for this project. As this site is designated as greenfield land and is proposed for new housing, proposals for its development are subject to the planning justification set out in the accompanying planning justification document.
- New housing along Woodbury Road tidies the edge of this important corner of Woolley Woods, providing more natural surveillance over the greenspace. As this site is designated as greenfield land and is proposed for new housing, proposals for its development are subject to the planning justification set out in the accompanying planning justification document.
- As sites at The Wash House, Newman Court, Wincobank Infants School and the old GP surgery become available, these sites would be developed for new housing, reinforcing the viability of the village centre.



Housing precedents for Wincobank

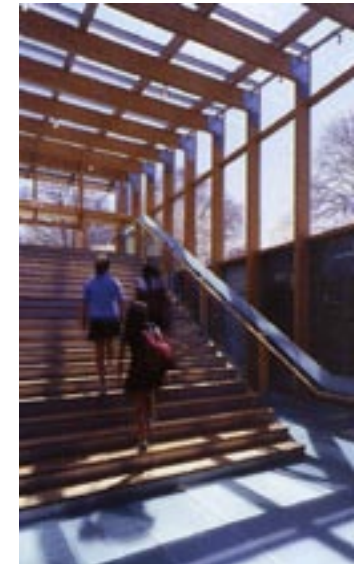
Project detail - Fife Street and surroundings

As described in the strategy for Wincobank, a new primary school would have many benefits for this central area of Wincobank, as well as the wider neighbourhood. The amalgamation of these schools is in line with council policy but is not a priority for the city for at least the next five years.

Project Description

- SCC Education have indicated their interest in merging Wincobank Infants and Concord Junior schools on the site.
- For the school project to be prioritised Education require justification, i.e. that a new school is central to the regeneration aims of the neighbourhood.
- The new school building(s) would complement the village centre at the bottom of Fife Street offering community facilities in a good central location.
- The new school would help to make the top of Fife Street 'work' as a safe and active space with good urban design qualities at all times of the day and evening.
- The investment in the greenspaces and streetscape around the school site would go hand-in-hand with the construction of the school.
- New public space at the end of Fife Street
- Terraced form working with the sloping topography
- Retain existing trees and use as buffers to Fife Street and surrounding housing

- Use building to define different types of external space
- Public functions (childrens centre and school hall) accessed from main junction of routes



Greenroofs and a terraced design would help the design of a new school deal with the challenging topography of the site.

Chapter 5 – Next Steps

Following two years of project development and consultation, it is now time to begin to move forward with the delivery of projects in Wincobank and in the other neighbourhoods that comprise the Brightside Shiregreen area. Projects will be phased, i.e. some will happen before others. This is due to the more complex nature of some projects, and the fact that funding will become available for different projects at different times.

Sheffield City Council will take a strategic lead in the co-ordination of project delivery. The governance arrangements will play an important role in delivering the regeneration in the area and structures will be put in place to assist effective implementation and ensure stakeholder engagement and involvement.

Individual projects will be delivered through the procurement of partner agencies or commercial enterprise and where residential sites have been identified for development they will be disposed of through an individually tailored process.

Project Groups will be formed to oversee the delivery of each project and the membership of these groups will represent the interests of all relevant stakeholders. There will then be a project manager and a project team that will oversee the day-to-day delivery of projects.

A number of other structures (either currently established or yet to be established) will be used to assist in the development and delivery of these projects. These structures involve the general public, council officers and other stakeholders, including: -

- Brightside Shiregreen Neighbourhood Development Framework Steering Group – a review of this group will determine what role it should have as the framework moves into the delivery phase.
- Neighbourhood Forums – Forums will be involved as one way of engaging with local community representatives.
- Area Panels - Local community involvement / wider community information update
- Brightside Shiregreen Officer Support Team – regular meetings with officers from the City Council and other organisations will take place to ensure a holistic approach to work in the area.
- Website – Key source of information.
- Events – Engagement events will take place to consult, inform and involve stakeholders in projects as appropriate.

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