



NEW PARSON CROSS

MASTERPLAN & DEVELOPMENT BRIEF
SOUTHEY/OWLERTON REDEVELOPMENT AREAS FOR SHEFFIELD CITY COUNCIL

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The Southey Owlerton Neighbourhood Strategies

The Southey Owlerton area of north Sheffield has undergone remarkable change over the last 4-5 years. Made up of six distinct neighbourhoods; Foxhill, part of Hillsborough, Longley, Parson Cross, Shirecliffe and Southey, the area has had a hugely important boost to its regeneration with the development, and subsequent implementation, of Neighbourhood Strategies for each locality. These strategies have been drawn up by local people and partners and are jointly sponsored by Southey Owlerton Area Regeneration (SOAR) – the community-led regeneration partnership for the area - and Sheffield City Council’s Owlerton Southey Green Area Panel.

The Neighbourhood Strategies set out an ambitious vision to transform an area of social housing built on garden city principles into mixed tenure neighbourhoods that can match the quality of life provided by Sheffield’s Victorian suburbs. This will be achieved by capitalising on the considerable environmental assets of the area (the landform, the views and the wealth of green spaces), by developing a series of thriving local centres, by securing with developer partners high quality new housing and by improving Council housing. The aim will be to set the highest standards of design and environmental performance in all physical changes in order to raise values and establish a new part of Sheffield’s housing market. The investment in the physical fabric of the area is being complemented by the full range of social and economic activity.

Although responding very much to the needs of local people, the Southey Owlerton Neighbourhood Strategies link directly to and complement other city wide strategies that highlight the importance of attractive, successful neighbourhoods to the development of the successful city:

- *Sheffield First’s “Sheffield City Strategy”*
- *Transform South Yorkshire Housing Market Renewal Prospectus and the North Sheffield Area Development Framework*
- *Sheffield City Council’s Housing Strategy and Neighbourhoods Directorate Plan*

As a result, in addition to attracting regional and national interest, the Neighbourhood Strategies approach to achieving its regeneration aspirations has attracted funding and support through Single Regeneration Budget, Housing Market Renewal, Neighbourhood Renewal, Liveability Fund, Objective 1, English Partnerships, Housing Corporation and other investors.

Partnership Working

Sheffield City Council has fully engaged in partnership working to ensure this project’s success.

Following the completion of the Neighbourhood Strategies, SOAR and the Council set up a series of groups to take forward the individual projects including a Redevelopment Sites group for all of the cleared sites in the area. These groups comprise council officers from the Neighbourhoods, Planning and other directorates, councillors, local community representatives and neighbourhood workers.

The group has been supported and guided by the Commission for Architecture and the Built Environment (CABE) and their design panel of enablers, English Partnerships, Transform South Yorkshire and consultants (in particular Hall and Partners and Roger Evans Associates).

The City Council proposes to identify development partners who share our vision to incorporate and promote:

- *High quality design*
- *Innovative forms of housing that will attract new, aspirant groups of residents to the area, thus contributing to its regeneration and sustainability*
- *Environmental sustainability*

Southey Owlerton Regeneration Process

Southey Owlerton’s six neighbourhoods have a total population of 50,000 people and, geographically, makes up about a tenth of the city. The area is a classic inter-war garden city estate laid out with generous gardens and large areas of open space. The contraction of the steel industry and the decline of public services have had a huge impact on Southey Owlerton and the past 20 years has seen once pleasant suburbs transformed into areas of multiple deprivation. However, it is these very factors that have attracted, and continue to attract, significant public and private investment.

Since 2000 the Southey Owlerton Area Regeneration (SOAR) Board has been working jointly with Sheffield City Council’s Area Panel, local people and other stakeholders and partners to devise a community-led neighbourhood planning process called “Neighbourhood Strategies”. The aims of this process were to:

- *establish a regeneration framework to guide the allocation of funding and planning processes*
- *develop a neighbourhood strategy for each identified locality within Southey Owlerton: Foxhill, Hillsborough, Longley, Parson Cross, Shirecliffe and Southey*

- *create a positive identity for Southey Owlerton and its individual neighbourhoods*
- *ensure that ideas get implemented*

The Neighbourhood Strategies process has been recognised as a model of best practice within Sheffield and was awarded a national ippr/The Guardian award in 2002 in recognition of the quality of community involvement and the Municipal Journal award for Social Inclusion in 2004. The process focused on both physical and non-physical change and is being used to inform the spending of regeneration and mainstream resources in the area. Key aspects of the process are:

- *a community focus*
- *a corporate approach from the Council*
- *the partnership between the SOAR Board and the Area Panel and*
- *the emphasis on creativity which together have resulted in plans that are both visionary yet rooted in what local people want.*

The outcomes are documented in an individual report for each of the six neighbourhoods and an overarching Regeneration Framework document.

Regeneration Framework

Organised under the themes of “community”, “ecology” and “opportunity”, the Regeneration Framework links local aspirations into a strategic vision for the area that connects Southey Owlerton to the bigger picture within the city. Within this document, five “big ideas” for the environment are identified to move this “top down bottom up” vision forward:

- *Park city – to develop a park system to match the best in the city that will create a green backcloth to every day life*
- *See and be seen – to make the most of the views out of the area but also the opportunity to showcase it to others*
- *Identity from landform – to ensure that built development reflects the different topography across the area*
- *From city to country and back again – to develop long walks across the estate that can attract visitors*
- *Green arteries – to use the park system and long walks as the drivers for new development*

These “big ideas” are supported by an overall Regeneration Framework diagram, principles to promote neighbourhood identity and development principles that strengthen the physical, social and economic infrastructure of the area. All of these “tools” are set out in detail in the Regeneration Framework document.

The key aspirations and themes of the Regeneration Framework link through to the selection criteria for all the redevelopment sites within Southey Owlerton. These include:

- *Exploiting environmental qualities to develop higher values and more innovative types of housing that will set the tone for wider redevelopment of the area and allow Southey Owlerton to reposition itself in the housing market.*
- *An emphasis on the importance of design quality to achieve this and change perceptions of the area, as well as to strengthen the identity of the different neighbourhoods*
- *A range of values, densities and housing types including homes for older people*
- *Development of housing and non-housing uses – the latter will be focused particularly in a series of neighbourhood centres anchored by retail and/or public and community services*
- *The inclusion of specialist services/facilities that will attract people from across the city*
- *Linking the physical to the social and the economic – engaging with SOAR and the Neighbourhood Action Groups to ensure community input to the developments as well as opportunities for local labour and social enterprise*
- *Partnership working*

Design Quality

The Regeneration Framework recognised that the physical environment could be a major factor in housing market change and the regeneration of the area – but only if a step-change in design quality was achieved. With this in mind, SOAR formed a partnership with the Commission for Architecture and the Built Environment (CABE) in November 2002 to address this issue.

CABE are joint sponsors, along with Transform South Yorkshire, of a Design Panel of four CABE enablers. The enablers' role is to assist local groups and Council officers to brief, appoint and manage designers, consultants and developers for the demonstration or exemplar projects across the area:

- *Redevelopment sites*
- *Parks and Green spaces*
- *Community hub buildings/neighbourhood centres*
- *Streetscene*

The aim of the CABE Design Panel has been to attract the best designers nationally, even where projects have small budgets, and to secure the highest standards of design and strategic fit with the Regeneration Framework for all aspects of physical change. The SOAR Board has made it a condition of all its capital grants that projects appoint designers through the CABE process. The CABE enablers have been and will continue to be, participants in the wider selection

process of developers for all the Redevelopment Sites.

The process started with the green spaces, has moved on into the Hubs and the Redevelopment Sites and is due to move onto streetscene later in 2004. Local people have been involved in all stages and have been really fired up and excited by the creativity of the designers and consultants they have appointed. Over the last year they have also grown in confidence as clients and are now able to critique the detailed designs and demand improvements from an informed perspective.

The CABE Design Panel has guided and supported the preparatory work. In all three neighbourhoods, Foxhill, Shirecliffe and Parson Cross site surveys have been undertaken on the redevelopment sites in which local residents have worked together with professional officers to map information relevant in developing proposals for the site.

The mapped survey information was used at workshop sessions facilitated by the CABE design panel. The output from these sessions was the emergence of first ideas, developed with community representatives, indicating design principles for all the redevelopment sites. The ideas have been developed further through two consultancies (undertaken by Hall and Partners and Roger Evans Associates) and through further detailed consultation in each neighbourhood.

In October 2003 Sheffield City Council's planning department appointed Roger Evans Associates to prepare masterplans and briefs for housing development on all the redevelopment sites. This document presents the planning and design for the redevelopment sites, setting out the key urban design principles and illustrating the overall shape and form of possible future development. The intention is that following public consultation that was completed in mid September, the Masterplans will be adopted by the City Council's cabinet in January 2005 as material consideration for any planning application.

In conjunction with this commission the City Council's Neighbourhoods Directorate appointed Hall and Partners to assess the feasibility of the masterplans and advise on the most appropriate procurement process. The two sets of consultants were purposely appointed simultaneously and have worked together extremely closely, with the Hall and Partners advice and assessment of the site's potential complementing the Roger Evans masterplanning work and report.

Character, Quality & Tenure of new housing

A key element of the housing market renewal in Southey Owlerton has been to focus on developing a mix of tenures and housing choice, primarily by reducing the amount of housing in Council ownership and replacing it with new housing for sale. A parallel strategy is to introduce workspace and community facilities to the

area, particularly near the neighbourhood centres to introduce an element of mixed use and to make the area more vibrant and sustainable.

The Neighbourhood Strategies acknowledge the importance of promoting innovative forms of housing which will attract new, more aspirant groups to the area, thus contributing to its regeneration and sustainability. However, the aim is to revitalise Southey-Owlerton, not gentrify it. It is also important to ensure that enhanced opportunities will remain for existing residents to enter the housing market and to increase choice of homes and tenure for local people, including the elderly. The Council welcomes innovative proposals from development partners as to how this may be achieved within the development sites.

There is evidence of a surplus of general needs rented accommodation in the area. However, there is evidence of strong demand for additional elderly accommodation within Southey Owlerton, for sale, rent or a combination of both, either bungalows or purpose built apartments. The masterplanning work has indicated that the sites that would be a suitable location and the Council is in the process of identifying possible RSL partners to deliver this specific requirement in partnership with the selected developer.

There have been extensive reports prepared on the current position of the housing market in Southey Owlerton and the reasons behind the present weaknesses to form a key element of the evidence base for the Area Development Framework. The major factors appear to be the persistent image of the area of comprising monolithic inter-war council estates, with a lack of housing choice acting as a deterrent for newly forming households to move into the area or for established owners to find more aspirational housing.

There is evidence that there is presently good demand from the private sector for residential sites across all of the neighbourhoods with smaller infill development sites generating high open market values. However, the Council is by far the majority landowner and the availability of land through the private sector has been fairly restricted and piecemeal. The focus has been on smaller or niche developments which have been commercially successful, although their overall impact on the quality of housing design and perception of the neighbourhoods has been negligible. They have served a useful function in starting to diversify the tenure profile within the area, introducing higher levels of owner occupation and stimulating demand for the location.

The majority of the recent new developments have been targeted at local people, first time buyers and the elderly and they have proved successful, albeit with limited competition within the area, with the exception of former right-to-buy properties that form the majority of the local re-sale market.

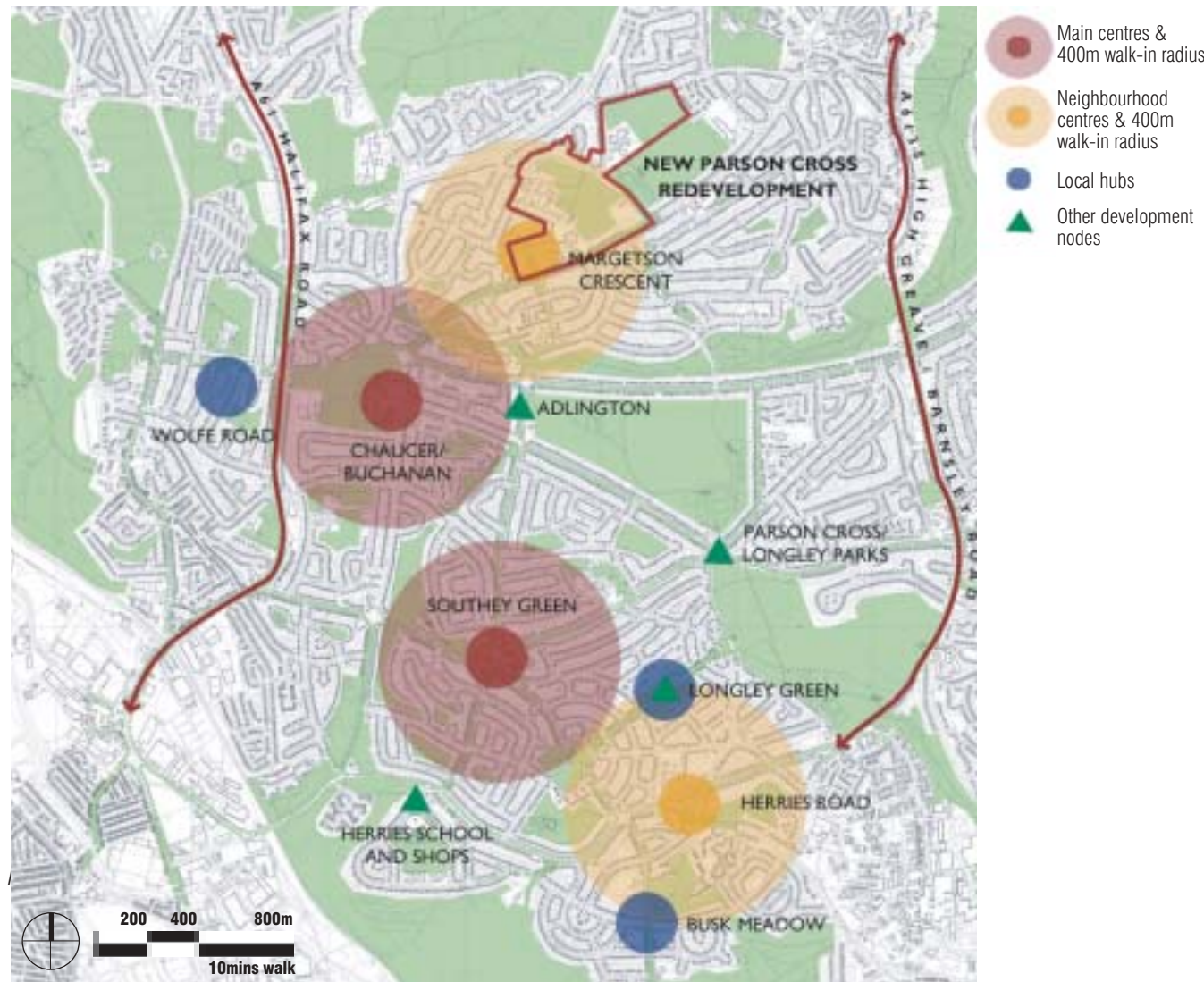


Fig 1: Neighbourhood Context

1.1 Background

1.1.1 The masterplan for New Parson Cross represents a key stage in the work SOAR of and follows extensive community consultation that began in 2002. With the community, SOAR produced the Regeneration Framework, which set out the vision for the regeneration of the whole Southey Owlerton area, including the “5 Big Ideas” listed in the preface.

1.1.2 This is one of 4 tools for achieving the visions:

- The Framework Diagram, which sets out the pattern of neighbourhood centres and open space that ties everything together in the area
- The Five Big Ideas
- Neighbourhood Identity and Demonstration Projects
- Development Principles

The Masterplan uses all of these tools, and makes a particular contribution to the development of Neighbourhood Identity and Development Principles.

1.1.3 Early in the process a CABE* design panel assisted the community in arriving at design principles for the masterplan that set out the spatial arrangements and kinds of housing development that the community wanted to see. The masterplan has taken this work as its starting point, testing the feasibility of the ideas and their scope for delivering the key principles of the vision.

1.1.4 Roger Evans Associates were appointed by Sheffield City Council in October 2003 to prepare “mini-masterplans and briefs” for housing redevelopment sites in the Southey/Owlerton regeneration area. The objectives of the area regeneration are for housing to:

- Create an attractive and sustainable neighbourhood
- Undertake physical renewal linked to social and economic initiatives in the area
- Reverse the negative perception of the area and attract inward investment
- Offer a better choice of housing in terms of tenure and type
- Consider the potential for non-housing uses
- Create a step change in design quality

1.1.5 The area occupied by Parson Cross College has been the subject of a planning application during the preparation of the masterplan. While this has provided some useful information about the requirements of the Local Education Authority, the masterplan has been developed with reference to the wider regeneration issues. It is a masterplan for the neighbourhood, not just the college lands.

1.2 Purpose

1.2.1 This document presents the planning and design brief for New Parson Cross, setting out the key urban design components and illustrating the overall shape and form of possible future development. The work has been carried out with close reference to costing, viability and market assessment by Hall and Partners. It will inform subsequent detailed development briefs and implementation plans.

1.3 Format

1.3.1 Following this introduction, Section 2 sets out the broad concept for New Parson Cross, in the context of the wider neighbourhood structure of Southey/Owlerton. Section 3 provides an analysis of the existing physical characteristics of the New Parson Cross redevelopment area. Section 4 sets out the general rationale for the masterplan, with reference to Movement Landscape and Development Frameworks. Section 5 draws from

this the key elements that constitute the brief. Section 6 illustrates the rationale and brief with an overall master-plan drawing and typical elements of it. Section 7 gives an analysis of development capacity. Finally, section 8 sets out the steps necessary to take the masterplan forward.

2 STRATEGIC NEIGHBOURHOOD CONTEXT

2.1 Need for change

2.1.1 Housing in the Southey/Owlerton area is characterised by types and layouts typical of the 1930s and, in parts, the 1960s. They offer a relatively limited choice of accommodation and the 1960s areas are strongly disliked for their form and appearance. Significant parts of the least popular areas have been demolished or are planned for demolition.

2.1.2 A further characteristic of the existing housing layouts is relative their low densities. When originally planned this was balanced by much higher family occupancy than is the case today. Local facilities could therefore draw on a relatively high population within walking distance; but now lower occupancy levels, empty and demolished houses and higher car ownership drastically reduce this walk-in population to support local facilities, and most are failing.



Fig 2: Site Location

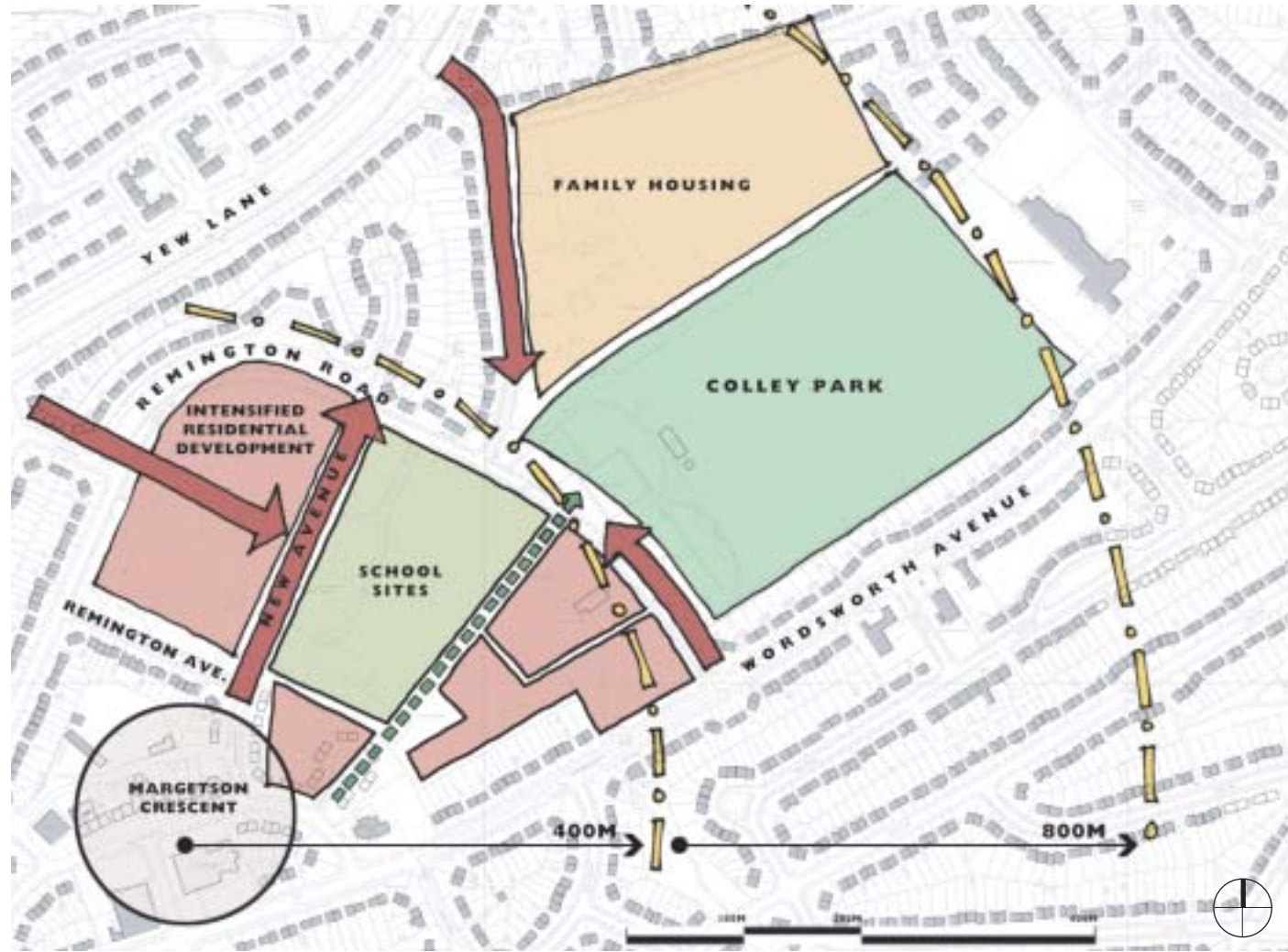
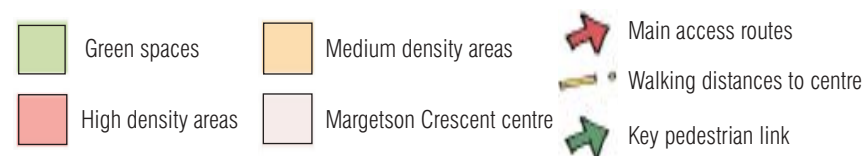


Fig 3: New Parson Cross: Broad Concept



2.1.3 New housing provision must remove this vicious circle of unsustainability. Key objectives are to make more efficient use of housing land and to improve the street environment for walking and cycling. The aim will be higher housing densities and a better balance between the interests of cars and people in the public realm. At the same time housing will offer much greater choice of types, sizes and tenures, and the highest standards of architectural and public realm design.

2.2 Neighbourhood structure

2.2.1 The diagram shows New Parson Cross in relation to the rest of Southey/Owlerton and neighbourhood facilities.

2.2.2 The rationale for introducing new development into Southey/ Owlerton must be a clear and logical neighbourhood structure. Ideally, most dwellings should lie within a 400-metre or five-minute walk of key facilities to encourage support of those facilities and less dependence on car usage. (At target densities of 40 dwellings per hectare, a 400m radius circle is 50 hectares, or 2,000 dwellings or up to 5,000 people).

2.2.3 These nodes or hubs at the centre of local neighbourhoods become the focus for neighbourhood activity and identity based on local shopping, community facilities, transportation, distinctive design or any of these. Variety in housing can reflect proximity to neighbourhood hubs, with higher densities closer to them, bringing more people within convenient walking distance.

2.3 Broad concept for New Parson Cross

2.3.1 The diagram indicates the key masterplanning objectives for New Parson Cross:

- Intensifying residential development towards the Margetson Crescent centre
- Creating a street pattern with direct access into the housing areas
- Extending green pedestrian links from the centre to Colley Park
- Introducing the special school sites as a wedge of green space contained between housing areas and linking spatially to Colley Park
- Providing more family house types further from the centre

3 ANALYSIS

3.1 New Parson Cross Site

3.1.1 The New Parson Cross re-development site is situated in a primarily residential area of low density (25units/ha), two-storey, inter-war semis, typical of the era. Most of the site comprises land associated with Parson Cross College in two main building groups, which are both to be demolished and made available for redevelopment. It lies between two main vehicular routes, Yew Lane and Wordsworth Avenue, which link the site to the larger Southey/Owlerton area. Both are bus routes, and key vehicular access points from them to the site are indicated on the analysis drawing. Remington Road divides the site into upper and lower areas, and a key point at the centre of the site is its intersection with Morrall Road where there are physical and visual links between them. The intersection of Montenevy and Morrall roads is at a high point of the site with views eastwards, so that it is a key point of orientation for the upper site.

3.1.2 Margetson Crescent is the neighbourhood centre at the western end of the site, within 800 metres of the furthest part. It has local retail, service and community facilities. The Wordsworth Tavern is a local landmark on the corner of Margetson Crescent and Wordsworth Avenue at the southern end of the site. St. Paul's church on Wordsworth Avenue, designed by architect Sir Basil Spence, is another key landmark building visible from within the site and from the wider surrounding area.

3.1.3 There is an important pedestrian route from Margetson Crescent to Yew Lane along Remington Avenue and Remington Road. There are other important pedestrian routes through and around Colley Park, but the Parson Cross College (Colley Centre) is a barrier to more direct pedestrian linkage to them and access into the redevelopment area. Around the perimeter of the redevelopment area, housing facing onto existing college sites and open space provides both an important built edge and surveillance of the public realm. The proposed schools site takes advantage of a sheltered, south-facing bowl of land with long views to the north.

3.1.4 All along the southern edge of the area, properties on Wordsworth Avenue back onto open space making a visually poor boundary and a security / surveillance problem. Apart from the park and the college sites, open space is limited to the Remington Road crescent, which is detached and of indeterminate use, and space associated with the Remington Road Youth Centre, which has poor surveillance and is under-used. Overall the area is characterised by these open sites, with extensive views and steep topography. There are few areas of trees, but the most important is a remaining group on the east side of Remington Avenue.



1. Montney Centre



13. Housing on Montney Road



12. Views to Montney Centre



11. Views across Colley Park



10. Remington Road Youth Centre



2. Views to Parson Cross College



3. Remington Road entrance



4. Parson Cross College

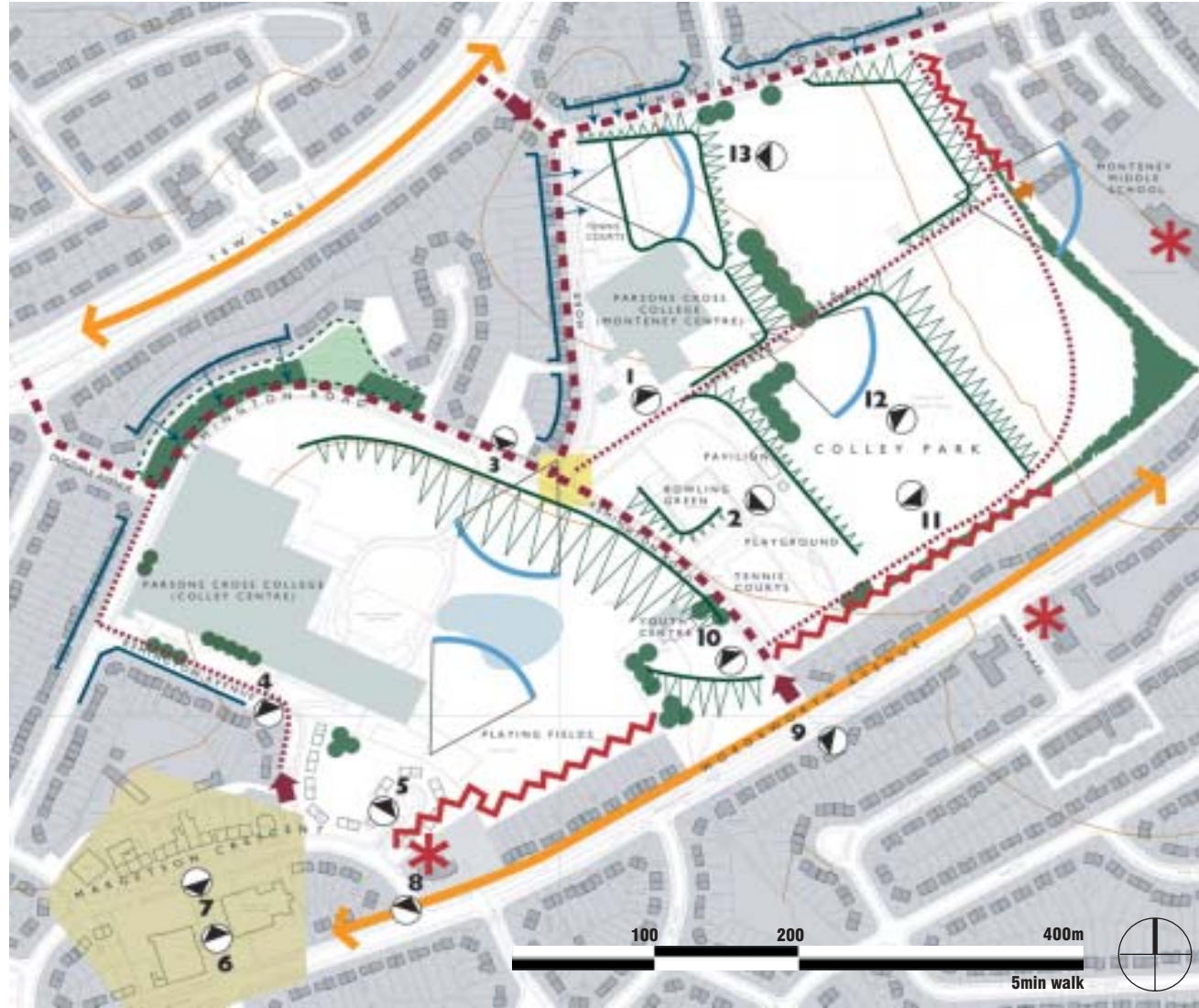


Fig 4: Site Analysis

- Key vehicular access points
- Unused pedestrian link to school
- Main vehicular neighbourhood routes
- Key vehicular & pedestrian routes
- Pedestrian routes
- Route intersection node
- Intermediate public open space
- Low areas
- Structural trees
- Key tree groups
- Key views
- Outlooks from key frontages
- Important building lines
- Areas of building likely to be demolished
- Margetson Crescent local centre
- Key building
- Embankment & steep slopes
- Exposed boundary
- Contours @ 10m intervals



9. Views to Colley Centre Playing Fields



8. Wordsworth Tavern



7. Wordsworth Avenue Community Club

3.1.5 Colley Park provides playing fields with a series of steeply embanked grassed terraces, and with a range of recreational facilities: it is the subject of a separate landscape masterplan. It has a long south-facing boundary which is an extremely important element of the setting for potential new development in the upper area.



5. Demolished housing on Margetson Crescent



6. Margetson Crescent facilities

4 RATIONALE

4.1 Movement Framework

- 4.1.1 The two primary routes that serve the area are Yew Lane to the north and Wordsworth Avenue to the south. Remington Road is at present the main vehicular route into the redevelopment area. Margetson Crescent is a key route into the local centre, but it is not integrated into the street pattern of the redevelopment area.
- 4.1.2 A primary objective is to improve linkage between the redevelopment area and its surroundings, especially the Margetson Road hub. The diagram shows a new primary street from Remington Avenue to Remington Road and a major new pedestrian route from the Wordsworth Tavern to Colley Park. Dugdale Drive is enhanced as an avenue approach to link the area into Yew Lane arriving at a focal space in the centre of the lower site.
- 4.1.3 Remington Road remains as the main link to Wordsworth Avenue, as far as its junction with the new Remington Avenue: the crescent would be downgraded to a local street to discourage through traffic. Buses would be rerouted through the centre of the development.
- 4.1.4 The site falls into a number of development blocks with access points from primary streets. Housing areas in both the lower and upper parts of the site are accessed from primary streets, with streets inside blocks designed on home-zone principles.
- 4.1.5 There are a number of important pedestrian routes and potential routes linking the redevelopment area with neighbouring housing areas.

Key aims

- 4.1.6 The primary objective is to make the street pattern convenient and attractive for movement around the area on foot and by cycling, creating less reliance on the car for short journeys.

Balance needs of all users

- Street design should reduce speeds of traffic rather than ease its flow. The arrangement of buildings, spaces and activities can act as natural traffic calming while creating a quality built environment.
- Within residential areas, give priority to pedestrians and children's play. Detailed street design should reduce car speeds to walking pace and integrate parking with all other street elements.

Create linked up streets

- Link up streets to provide direct and convenient routes: a fine-grain network of streets gives greater variety and choice of routes and more opportunities for comfortable walking and cycling.
- Design pedestrian and cycle links as an integral part of the street and public transport network with particular emphasis on mobility users. The pattern and detailed design of residential streets should discourage their use by through traffic.



Fig 5: Movement Framework

Promote legibility

- The layout of residential areas must allow people to orientate themselves easily: a clear, well-connected street pattern, which has a hierarchy of streets from major to minor, aids legibility.
- The primary design characteristics to create the hierarchy are street width, building height and density: main routes should be easily identifiable at a high level in the design hierarchy.

4.2 Public Realm & Landscape Framework

- 4.2.1 The most significant open space element is Colley Park. Designs are being prepared separately for this, but it sets up excellent opportunities for distinctive buildings along its northern edge. At Remington Road it links visually to the proposed schools site and public open space around the youth club/sports facility, creating a wedge of open space through the whole redevelopment area. Sport England has required the retention of the senior pitch on the upper site, and housing has to be laid out to take account of it. Opportunities for incidental green space occur throughout the area. Approximately 10% of the area must be provided for public open space, excluding Colley Park and the senior pitch.
- 4.2.2 A primary objective of the public realm framework is to ensure feelings of personal safety and comfort. This is achieved through well-designed containment of space by buildings and structural planting, good surveillance from adjacent buildings, and interaction of activities between space and buildings. Both new and existing buildings should play their part.
- 4.2.3 Streets and street character are the building blocks of the masterplan. The plan is structured with a hierarchy of streets in which the main streets are designed with

elements to enhance their status, such as street trees, while secondary streets have more informal scale and alignment. Streets are the pedestrian realm, shared with cars and including carefully designed car parking within view of houses.

- 4.2.4 Incidental space and local focal points occur at street junctions and other key points in the housing layout where landscape treatments are appropriate. They provide a sequence of events to guide people through the area, aiding orientation and reinforcing sense of place.



Fig 6: Public Realm Framework

Key aims

- 4.2.5 Public spaces create the image of a neighbourhood. They must accommodate a range of people and activities, and feel safe and comfortable for all users.

Define streets with a common building line

- Buildings define outdoor as well as indoor space: housing should normally define the street with a common, clear building line with a largely unbroken edge. Housing on infill plots should respond to the established building line to provide continuity.
- Street trees and other street elements should be used to complement spatial enclosure of buildings.

Clearly define public/private space

- Spaces where ownership is unclear are often neglected and misused: dwellings should front onto the public realm and create a clear separation of public and private spaces.
- The front and back of the house should be clearly defined - this provides better security and privacy.
- Public space should be designed with a clear purpose, however flexible, and be able to accommodate different uses and users over time
- Ownership and management of a proposed public space should be determined early in the project to ensure appropriate design.

Create active streets

- The main entrances to houses and apartment blocks should normally be directly from the street, where they contribute to street activity, interest and surveillance.
- Habitable rooms should face onto the street so as to promote natural surveillance. Blank walls facing the street should be avoided.



Fig 7: Development Framework

Public space should respond to its context

- Public space should relate to its surroundings, encouraging activity to extend into the space from buildings.
- Spaces should maximise penetration of sunlight and shelter from winds.
- Distinctive street furniture and public art can contribute to the character and life of the public realm: such elements should be designed in a coordinated way to avoid clutter.
- Incorporate public access to features and green spaces, and exploit views to surrounding areas.

4.3 Development Framework

4.3.1 Throughout the masterplan the relationship of buildings to streets and public space is crucial. In principle all building frontages should directly address the street as an essential part of street design and character, whatever their use. In housing areas, this is fairly straightforward, with buildings on the street or set back behind short well-defined front areas and with parking and servicing between or behind.

4.3.2 The special schools are a major building use in the New Parson Cross redevelopment area. It is recognised that these must include extensive areas of open space, but it is nevertheless important that they, too, contribute to the urban design and that space is handled to avoid visual “leakage” and lack of definition and surveillance. The opportunity is for the school fields to occupy a wedge of green space connected visually across Remington Road to Colley Park and for the buildings themselves to form as much of the site perimeter as possible on the southwestern part of the site to reinforce the character of the neighbourhood centre.

4.3.3 A significant design opportunity exists on Margetson Crescent to create a mixed-use development of architectural significance. Higher buildings (3-4 storeys) including flats could visually reinforce the importance of the Margetson centre. The centre itself is the subject of a separate study examining its economic viability and proposing development and public realm improvements.

Key aims

Diversity and choice

4.3.4 A mix of uses, facilities and tenures supports vibrant and diverse neighbourhoods that contribute to a sense of community.

Accommodate a mix of uses

- Locate compatible uses such as community-based facilities near to each other (e.g. close to neighbourhood hubs and centres).
- At local hubs, create an active and highly accessible edge on the ground floor with shopping, leisure and other commercial activities with housing above.

Provide a mix of housing type, form and tenure

- Provide a range of dwelling types, layouts, house prices and tenures. Accommodate different needs, household types and lifestyles.
- Design outdoor spaces integrally with house plans to accommodate the range of residents’ needs.
- Affordable housing should be integrated into the overall development and not isolated or concentrated in any particular area.

Promote variety in visual appearance

- Use the range of housing types and densities to create distinctive areas within the overall neighbourhood.
- Allow for personalisation without detriment to streetscape through inclusion of balconies, roof terraces and opportunities for window boxes.

Car parking should not dominate development

- On-site car parking at the front of houses can deaden the street, reduce the degree of enclosure and weaken the relationship between dwelling and street.
- Car parking should be located where residents can see it between or behind buildings.
- On-street parking has a beneficial traffic calming effect and adds to street activity and security. The detailed layout of streets should incorporate car parking and street trees where appropriate.

Local distinctiveness

4.3.5 The appearance of the built environment defines an area’s identity and character and creates a sense of place. Anonymous or ‘anywhere’ housing is not acceptable.

Respond to the context

- Lay out new areas with close attention to adjacent development, natural features and orientation.
- Use the context to generate a distinctive urban design, which has special identity.
- Reinforce local character, existing routes and movement patterns and landscape features.

Build memorable places

- Landmarks and vistas help orientation and create visual links both within and outside the area.
- Strong corners create local landmarks, emphasise choice of routes and add interest to townscape.
- Use of local materials, colours, crafts and landscape elements can reinforce local character.

Sustainability

4.3.6 The design and layout of new residential development can reduce car use, resource consumption and emissions. Proposals for new housing should seek to minimise the impact on the environment and consider wider social and economic benefits to the community.

Establish a robust pattern of streets

- Compact communities with safe and convenient streets and routes can reduce dependency on the car.
- A finer grain of streets will be able to accommodate changes more readily than large blocks of development.

Minimise environmental harm of new development:

- The detailed design of buildings should exceed current targets of thermal and energy efficiency required by building regulations, use environmentally friendly materials and recycle and conserve materials.
- Use sustainable drainage and water systems and recycle grey water.
- Through layout orientation and building design, maximise the opportunity for solar and other alternative energy sources.

Consider future uses and changing circumstances

- Employ adaptable building types and techniques to allow for different uses to take place over the life of the house or building.
- Houses should be easy to maintain, enlarge and adapt to changing personal circumstances.
- Provide a flexible internal layout and allow for the easy conversion of areas such as lofts or attics.

Economic viability

- 4.3.7 Housing must be deliverable via established development mechanisms, with particular regard to the expectations of the housing market and developers.
- The range of housing types and values should reflect the local housing market and need.
 - Housing area layouts should be efficient from a developer’s point of view, e.g. maximising development frontage onto streets, compatible with other objectives of the brief.

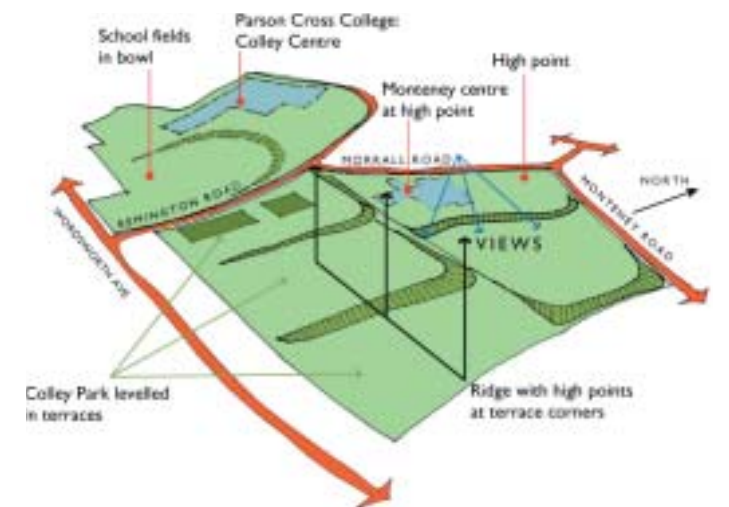


Fig 8: View of levels over Colley Park

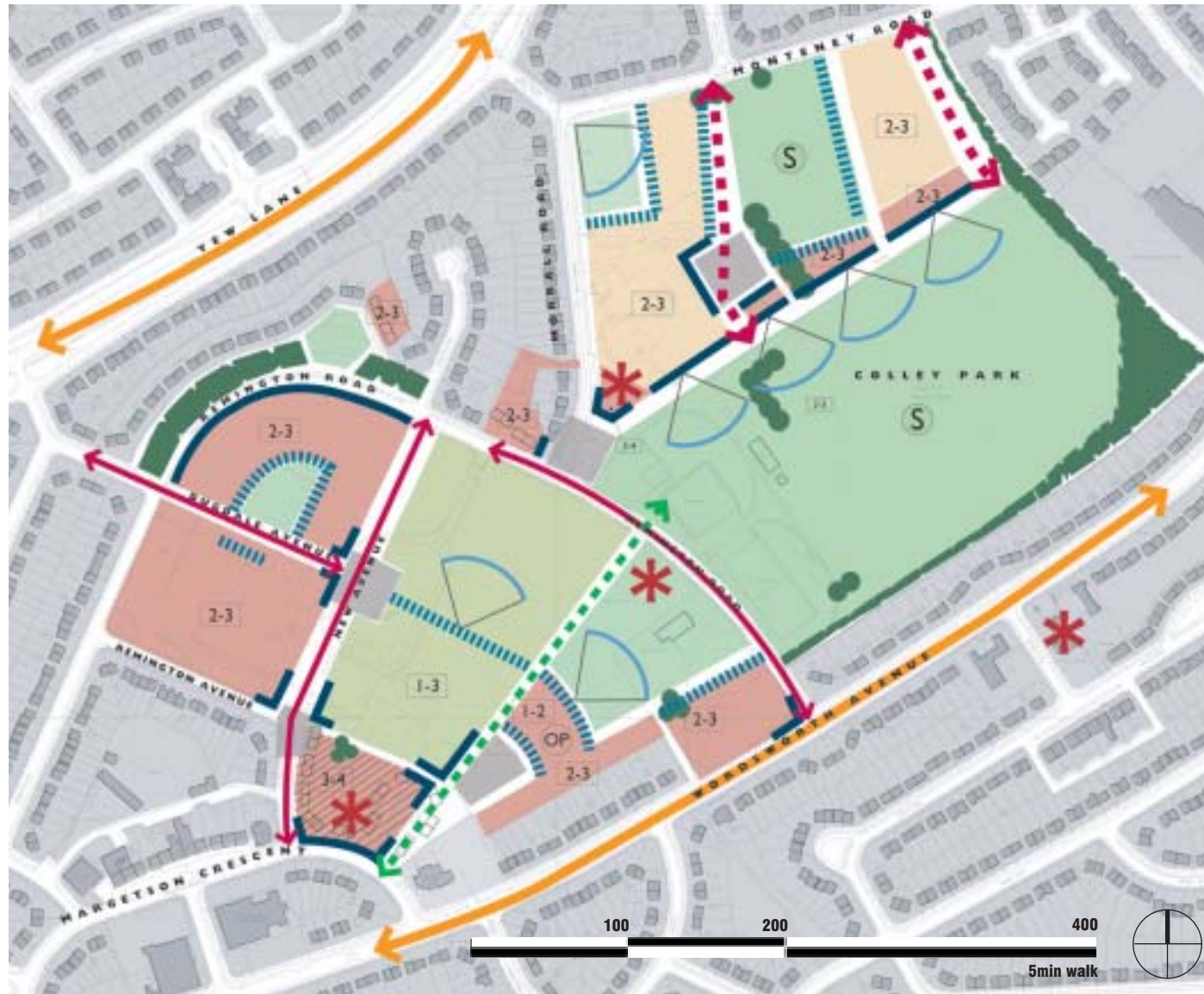


Fig 9: Development Brief



5.1 Briefing Plan

5.1.1 The briefing plan draws together the Movement, Public Realm and Development Framework, setting out the urban design elements that will define the form of the redeveloped area. It sets out the spatial requirements of key components of development.

Development Uses

- Two densities of housing are indicated, at 30-40 dwellings per hectare (medium density) and over 40 (higher density). Lower densities will not be acceptable.
- A small area of higher density housing is set aside for special needs housing (e.g. older people), with mobility-designed smaller units near to the Margetson Crescent centre.
- A mixed-use area is indicated, where ground floors should be suitable for commercial or community uses, with flats on upper floors. These uses are related to the Margetson Crescent hub.
- A site of 2.62ha is reserved for the provision of two special schools. The area allowed takes account of initial work by the Local Education Authority.

Open Space

- Colley Park and the existing pitch on Montenevy Road area are noted as statutory open space, and must be retained.
- Further open space must be provided at 10% of the developed area and incorporated in the urban design of the housing areas for local play space, informal sitting areas, etc.
- Well designed space must be incorporated into the development to create special identity and legibility. A key location is at the junction of Remington Road and Morrall Road in the centre of the redevelopment area. Other opportunities will be created at new street junctions within the scheme.

- In conjunction with the new crescent development on Remington Road, new tree planting is required on the north side. Significant tree planting will also be required in Colley Park, which is the subject of a separate landscape masterplan.
- There are some existing mature tree groups, which should be retained and incorporated into the development to have a strong visual impact on the public realm.

Streets and Access

- The main neighbourhood avenues lie outside the redevelopment area. These streets will be subject to streetscape design works, including tree planting, car parking, traffic calming etc. Such treatments will be required on the Wordsworth Avenue street frontage.
- The main neighbourhood streets are both existing (Remington Road) and new. These will require a relatively formal design treatment, with avenue tree planting. This is particularly important along any open boundaries to the special schools site.

- A main pedestrian route is required from Margetson Crescent to Colley Park, green in character but also with good surveillance from adjacent buildings. This is a broad, straight route, 3 - 6 metres wide passing between avenue trees; parts may be pedestrian only, others may be pedestrian priority to allow access to facing buildings. Other pedestrian links should be made to Colley Park from the north through the new development, and potentially in the future from the south through existing housing.

Development Character

- In keeping with the general character of the area, new housing should be two to three storeys. At Margetson Crescent, heights of three to four storeys are required in order that the buildings provide an appropriate focal point to the hub. Adjacent to Colley Park, three to four-storey buildings are required to give visual impact over the space, and to exploit views from the buildings: these could be apartments or four-storey houses.
- Certain parts of street frontages must be built up to provide strength, character and focus to the development. Generally these are at main street corners, but they also include the new Remington Road crescent. Building frontages must be on a forward line in the street, and special attention must be given to the design of façades.
- It is a requirement that open space is designed with good surveillance from adjacent buildings. Buildings must front onto these spaces with active and well-designed façades, using the opportunity for strong positive visual impact (e.g. the north side of Colley Park).
- Certain locations have the potential to be particularly visible and memorable landmarks. Buildings in these locations must be designed with special awareness of views to them and of their relationship to adjacent buildings and spaces, and they should be expressed by different uses (especially public uses), heights and/or architecture. The main opportunities are shown as asterisks on the briefing plan: high buildings at the junction of Morrall Road and Colley Park, a possible sports centre on Remington Road, and 3-4 storey mixed use development on Margetson Crescent. In addition, there is potential for very distinctive buildings along the edges of Colley Park and the Remington Road crescent.

5.2 Illustrative Masterplan

5.2.1 The Illustrative Masterplan shows how the requirements of the Briefing Plan and the aims and objectives of the masterplan rationale could be achieved. The main features of the plan are noted below. Some important elements of the masterplan concept are illustrated in more detail on page 8.

Streets and Access

- Remington Avenue is extended from Margetson Crescent to Remington Road, with avenue tree planting along its edge to the schools site.

- Dugdale Drive is extended in a similar manner to Remington Avenue, ending in a small square which would ideally be enclosed by a building within the school development.
- The upper part of the site is served by Morrall Rd. and Montenev Rd. The junction of Remington Rd. is formed as a new square including parking for Colley Park.

Car Parking

- The housing layout is designed for pedestrian priority on all other residential streets. Car access is permitted, but is not allowed to dominate the design. Car parking will be provided between and behind houses and flats where direct surveillance is designed from the building itself. Streets and squares will be designed to accommodate car parking in small, planned groups with general surveillance from surrounding buildings and the public realm. Parking areas which do not have this level of surveillance either off the street or in the public realm are avoided.

Public Realm

- A major pedestrian route runs from Margetson Crescent south of the schools site, through a new garden square and a tree lined walk to Colley Park.
- A large area of green space is retained in the area of the Youth Centre sufficient in size for a pitch (but sloping). Other areas for play equipment are at Dugdale Drive and Morrall/Montenev Road.
- Individual urban spaces are formed in small squares at street junctions within the main development blocks.
- Views are preserved from the top of Morrall Road westwards and over Colley Park from new development.

Development

- West of the schools site, housing is of higher density in a formal arrangement of linked streets, maximising the amount of frontage and connectivity.
- On Margetson Crescent, four storey development would be visible from Wordsworth Avenue, with servicing/ parking behind. Trees are retained on a small urban square.
- New housing backs onto Wordsworth Ave. fronting over a new pedestrian priority street. The corner of Remington Road is developed with a three storey block of flats and houses.
- The footprints for the schools are indicative only, based on broad site arrangements prepared for the Education Department. They indicate buildings with a strong presence on the street, especially at key corners. The dotted edges could be buildings set back from the street edge or open for vehicle access into the interior of the site. Some visitor parking would be permissible in the squares adjacent to the schools.
- The northern housing area is an interconnected network of pedestrian streets, with traffic access from Morrall and Montenev Road, but without through connections. Pedestrians can walk between the east and west parts of the site. The layout is well connected but informal, minimising full access roads and using low-key shared drive access for many houses.



Fig 10: Masterplan Proposal

5min walk

6 DEVELOPMENT CHARACTER & DETAIL

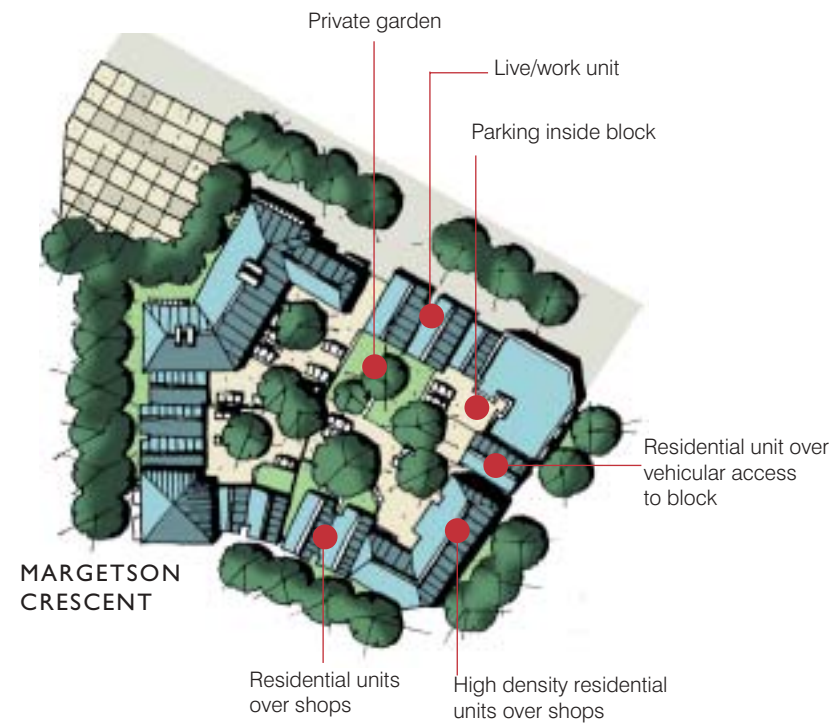


Fig 11: Higher Density Residential Block



Fig 12: Medium Density Residential Block

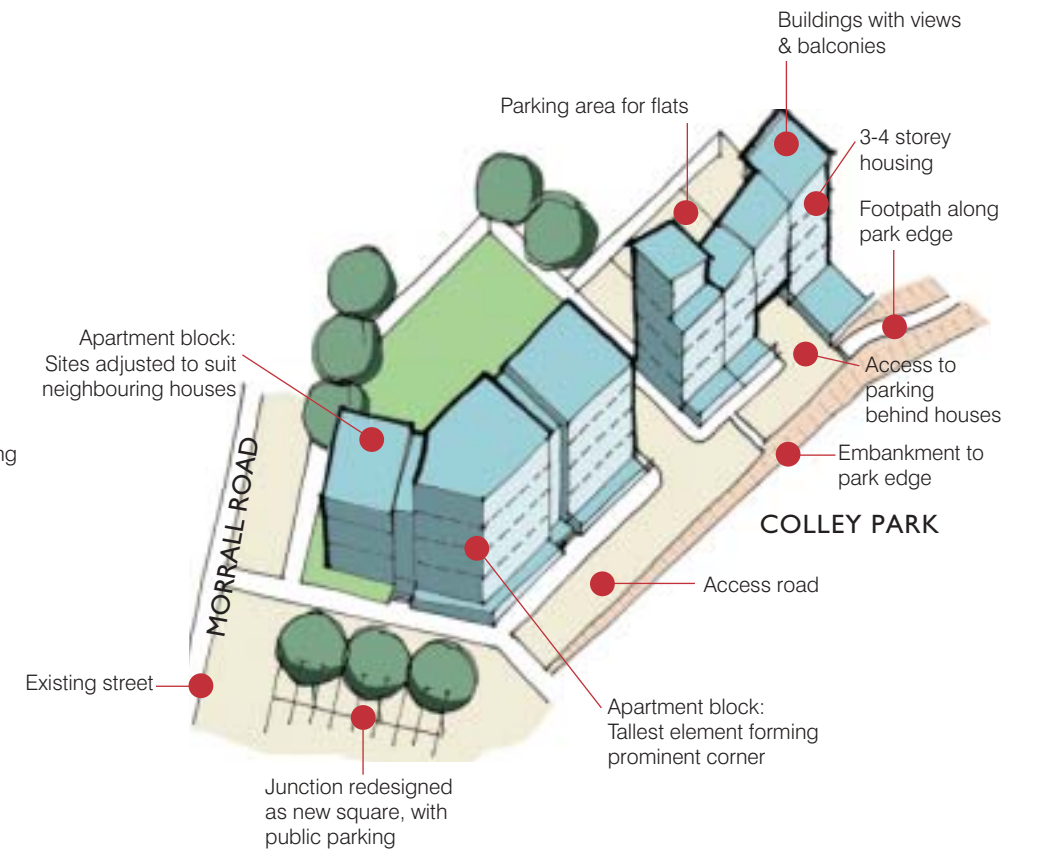


Fig 13: New Development Overlooking Colley Park



Fig 14: New North-South Streets

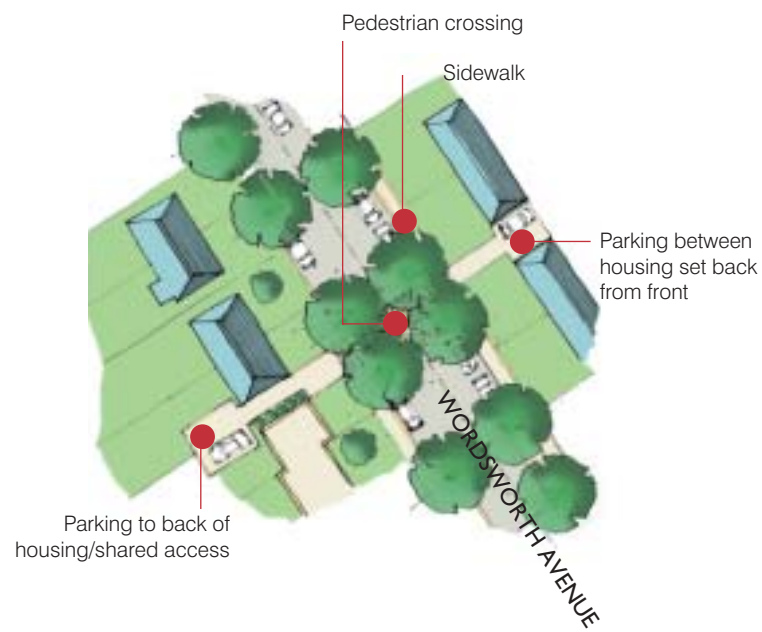


Fig 15: On Plot Parking Arrangements



Fig 16: Important Junctions



14. Example of development edge (Malmö, Sweden) illustrated in Fig 12



15. Example of street treatments at key intersections (Aachen, Germany) illustrated in Fig 15



16. Example of a main residential street (Newhall, Harlow) illustrated in Fig 13



17. Example of residential access street (Newhall, Harlow) illustrated in Fig 14

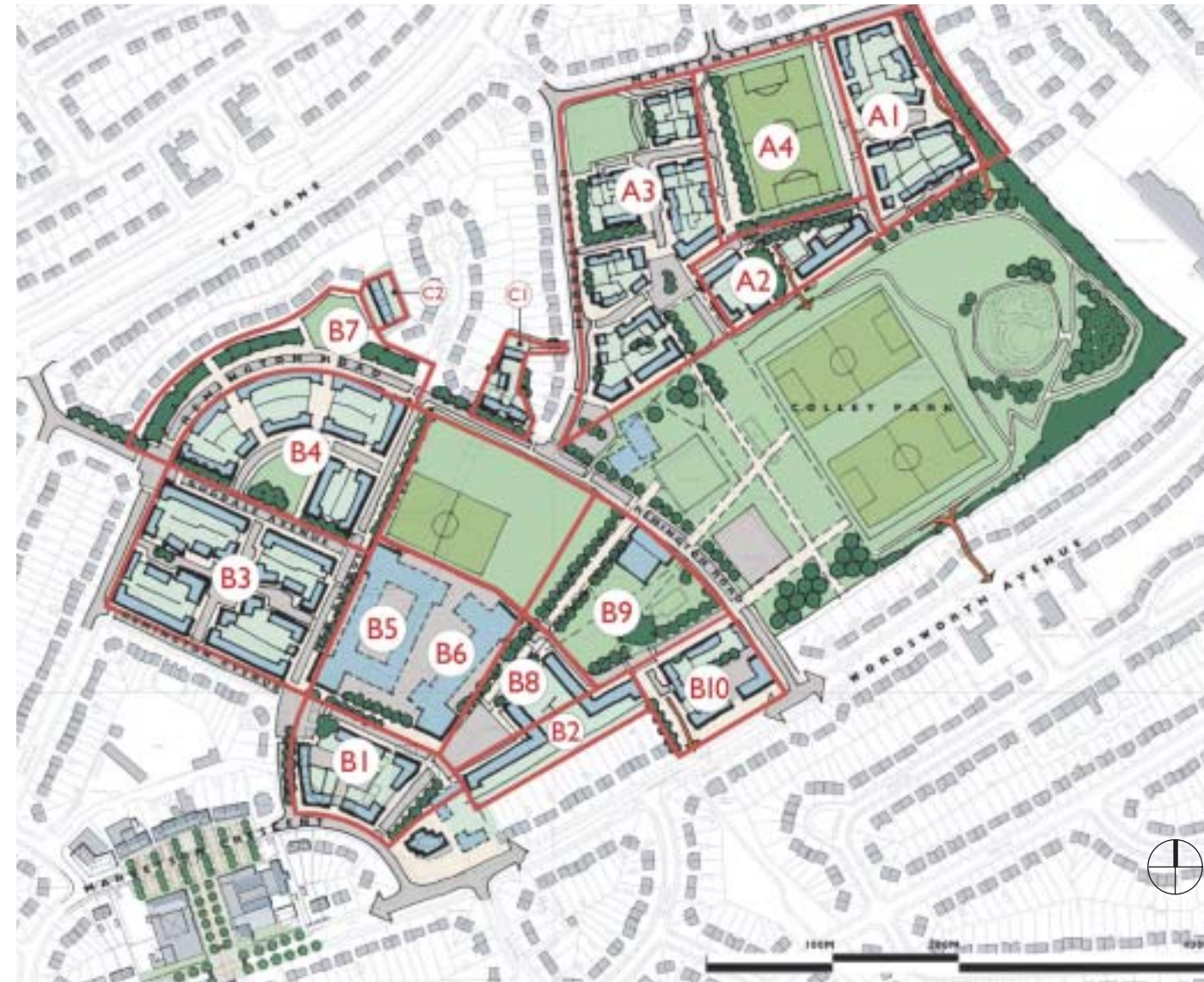


Fig 17: Development Parcels

Development Parcels



18. Strong residential frontage (New England, USA)



19. Example of scale & character of pedestrian spine route (New Walk, Leicester)

7.1 Development Capacity

7.1.1 The development capacity of the New Parson Cross re-development site is summarized and illustrated in the following diagram and table where the following nett areas have been used in baseline assumptions relating to residential types:

- 1 Bed - 1 Person (P) Apartment 55 m²
- 2 Bed - 3 (P) Apartment 60 m²
- 2 Bed - 4 (P) Terraced House 65 m²
- 3 Bed - 5 (P) House 2 Storey Terraced 85 m²
- 3 Bed - 5 (P) House 3 Storey 90 m²
- 3 Bed - 5 (P) House Semi-Detached 90 m²
- 2 Bed - 3 (P) Bungalow 65 m²
- 4 Bed - 6 (P) House (ex garage) 110m²
- 4 Bed - 6 (P) House 3 Storey (inc garage) 112m²

7.1.2 The average density of the New Parson Cross site varies across the site, however, 342 new houses and 97 apartments yields an average density range of 44 units per hectare, with a public open space component of 123%. This is in accordance with Sheffield City Council's recommendations of an open space contribution of 10%.

7.1.3 More detail about the range and mix of housing types and tenures, as well as a detail summary of the costing, viability and market assessment of the proposal, can be found in the financial and cost consultants, Hall and Partners report - xxxxx .

New Parson Cross Re-development Sites						
Area	Area(ha)	No. Units	Type	No.	Type	No. Height
A1	1.14	32	Houses	32	Flats	0 2-3 storey
A2	0.63	47	Houses	11	Flats	36 2-3 storey
A3	2.26	68	Houses	60	Flats	8 2-3 storey
A4	1.25	0	Open space	0		0
B1	0.79	47	Houses	15	Flats	32 3-4 storey
B2	0.46	14	Houses	14		0 2-3 storey
B3	1.79	93	Houses	93		0 2-3 storey
B4	1.53	66	Houses	66		0 2-3 storey
B5	1.18	0	School	0		0 1-3 storey
B6	1.44	0	School	0		0 1-3 storey
B7	0.89	0	Open space	0		0
B8	0.43	14	Houses	14		0 1-2 storey
B9	1.2	0	Open space	0		0
B10	0.62	46	Houses	25	Flats	21 2-3 storey
C1	0.21	10	Houses	10		0 2-3 storey
C2	0.09	4	Houses	4		0 2-3 storey
Total	15.61	441		344		97
						Density: 44 Units per hectare

Table1: Development Capacity

8.1 This document sets out the overall briefing parameters for the planning of the New Parsons Cross redevelopment area. It indicates the character and scale of development, but implying a great deal of detail which is outside the scope of this exercise.

In particular, the City Council may wish to consider undertaking DESIGN CODES for street types and development. It could consider detailed studies for specific building typologies. It could also consider preparing individual site briefs for key or complex sites within the masterplan. The masterplan also refers to other strands of design that will affect the quality of the redevelopment area. In particular, there are the masterplans for key parks (including Colley Park) and future work on streetscape improvements and plans for the centres.

The kind of further documentation that will be required will depend on the way in which the City Council chooses to market the development opportunities and deliver new housing. A commission to advise on the costs and viability of Housing Market Renewal is running parallel with the Masterplan Exercise, and there has been regular contact between the consultants. This commission will indicate potential development procurement options, and may suggest the level of design control and coding appropriate in this particular market.

In due course, it may be appropriate to develop the masterplan work into Developer/Design briefs with a view to competitive marketing of the sites. It may also be appropriate to incorporate this work as a Supplementary Planning Document to be used in the preparation and assessment of developers' proposals.



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