



SHIRECLIFFE

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

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ROGER EVANS ASSOCIATES

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Prepared by : Rob West & Michelle le Roux

Checked by :

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ROGER EVANS ASSOCIATES
59-63 HIGH STREET
KIDLINGTON
OXFORD
OX5 2DN
t 01865 377030
f 01865 377050
e design@rogerevans.com
w rogerevans.com

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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.

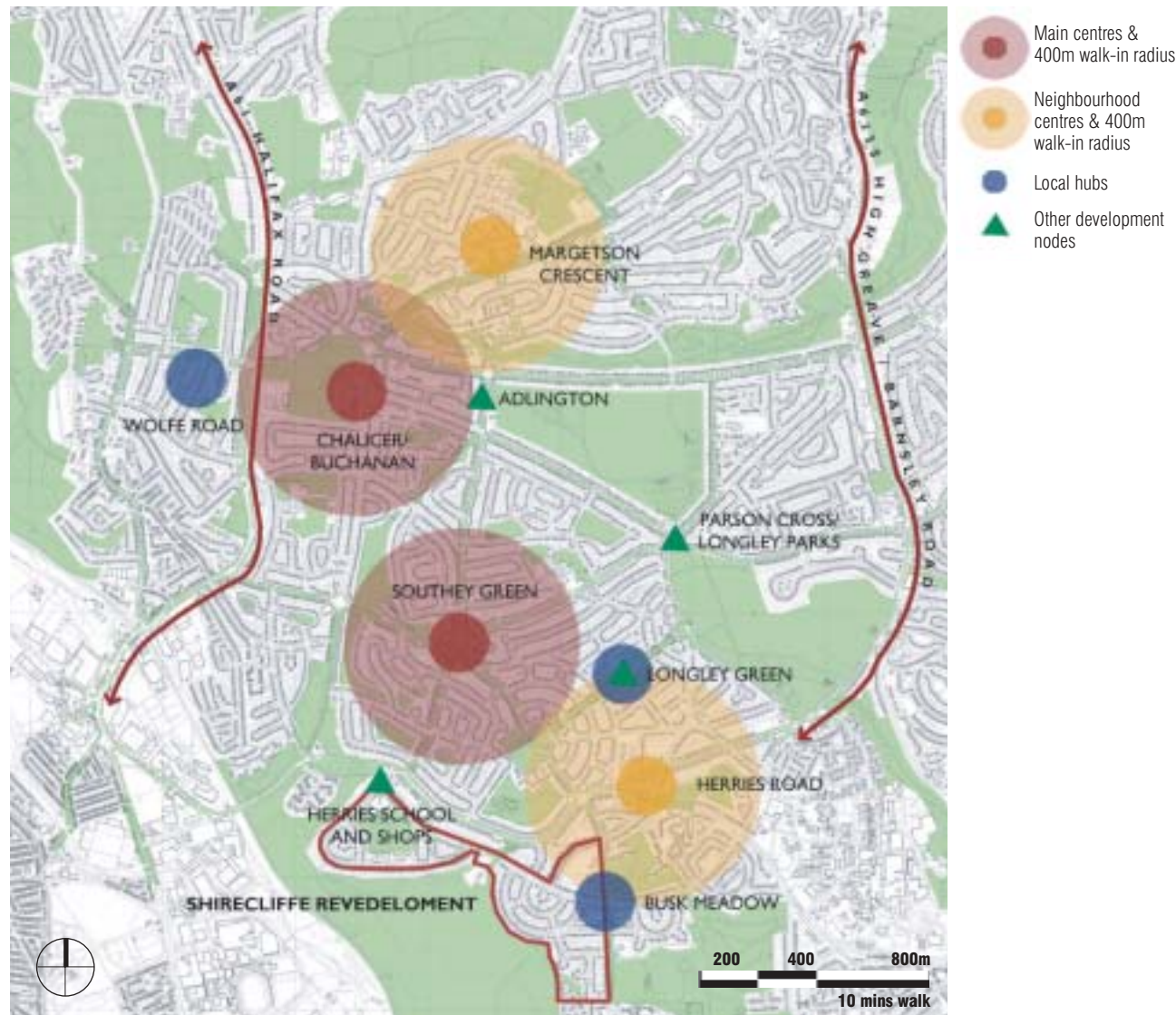


Fig 1: Neighbourhood Context

1 INTRODUCTION

1.1 Background

1.1.1 The masterplan for Shirecliffe represents a key stage in the work of SOAR 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 During the development of the masterplan, issues of pollution from the Parkwood Springs landfill site have come to light, which make the redevelopment of cleared housing nearby unacceptable in the foreseeable future. In addition there is the issue of nuisance from the recycling site on Parkwood Road North that limits residential redevelopment as long as it remains in operation.

1.2 Purpose

1.2.1 This document presents the planning and design brief for Shirecliffe, 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 Shirecliffe, in the context of the wider neighbourhood structure of Southey/Owlerton.

Section 3 provides an analysis of the existing physical characteristics of the Shirecliffe 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 masterplan 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 their relatively 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.

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 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.



Fig 2: Site Location

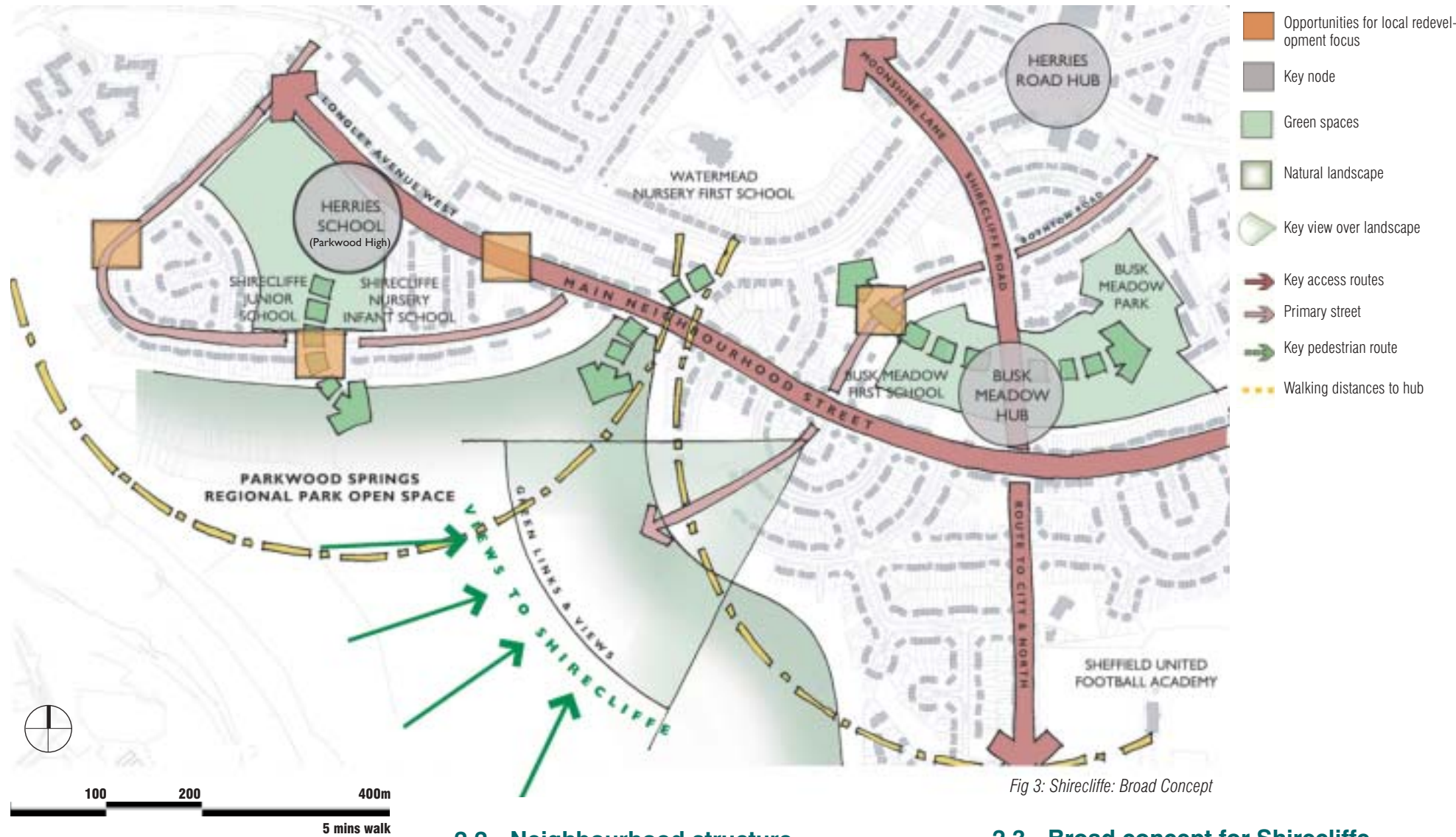


Fig 3: Shirecliffe: Broad Concept

2.2 Neighbourhood structure

- 2.2.1 The diagram shows Shirecliffe in relation to the rest of Southey/Owlerton and neighbourhood facilities.
- 2.2.2 The rationale for introducing new housing 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 Shirecliffe

- 2.3.1 In Shirecliffe, the opportunities for housing renewal are scattered over a number of relatively small sites, so that the immediate impact of change or redevelopment may be somewhat limited. The total area is also spread out, falling into fairly separate western and eastern areas. With these points in mind, the diagram indicates the key masterplanning objectives for Shirecliffe:
 - Enhancing the character of Longley Avenue West as a central linking element between the two sub areas.
 - Strengthening the Busk Meadow “hub” with improved facilities and better integration between community facilities and shops.
 - Promoting Herries School and associated activities as a focus for the western area.
 - Taking maximum advantage of the outlook / prominence of the development edge on high ground over Parkwood Springs, subject to environmental constraints created by the nearby tip.
 - Consolidating small sites wherever possible to create group improvement, changes in the street scene and new local focuses.

3.0 ANALYSIS

3.1 Shirecliffe Site

- 3.1.1 The Shirecliffe redevelopment site is situated in a primarily residential area of low density (25 units/ha), two-storey, inter-war semis, typical of the era. Clearance of some of the existing housing stock has taken place in pockets scattered throughout the area: there is a more comprehensive clearance area on Musgrave Road. The Shirecliffe area lies to the south of Herries Road, a main east-west city link, and the eastern part lies on Shirecliffe Road, which is an important local link towards the city centre. Longley Avenue West runs through the whole redevelopment area from Herries School to Busk Meadow. The street layout of most of the area is dominated by crescent shaped street forms, which create some indirect and disorientating routes and linkages. Parking on the street is a problem in many locations.
- 3.1.2 Key facilities tend to be distributed around the edge of the redevelopment area, and the most dominant group of shops is on Herries Road with Tesco, made viable particularly by its position on a through route. There is a minor hub on Teynham Road / Herries Road comprising shops and the Five Arches pub. In the eastern area, a larger group of shops at Shirecliffe Road / Longley Avenue West is failing to thrive, possibly since Longley Avenue West was closed to general through traffic and the local college closed.
- 3.1.3 The most dominant landscape feature of Shirecliffe is the extreme edge slope that defines its southern extent, overlooking Parkwood Springs. It is highly visible in approaches from the city centre, particularly along the A61 (fig 6). It has the potential for fine views from development over the city, although a woodland belt on the western side provides some screening. The landform falls away fairly immediately below Penrith Road, and extends a little way onto a spur of open land from Musgrave Road.
- 3.1.4 The operation of waste and recycling facilities in the north of Parkwood Springs will place constraints on redevelopment potential for the foreseeable future:
 - As a result of disturbance by the noise, smell and appearance of the household recycling facility (problematic as long as the operation continues);
 - Because of potential ground contamination from the landfill operation (a permanent / long-term consideration).



1. Herries School building entrance Penrith Road



15. Teynham Road shops



14. Waste Disposal Compound



13. Herries Road shops



12. Herries Road shops



2. Playing fields, Herries School (Parkwood High)



3. Housing to be replaced



4. Views to Shirecliffe



5. Views to the city from Shirecliffe east

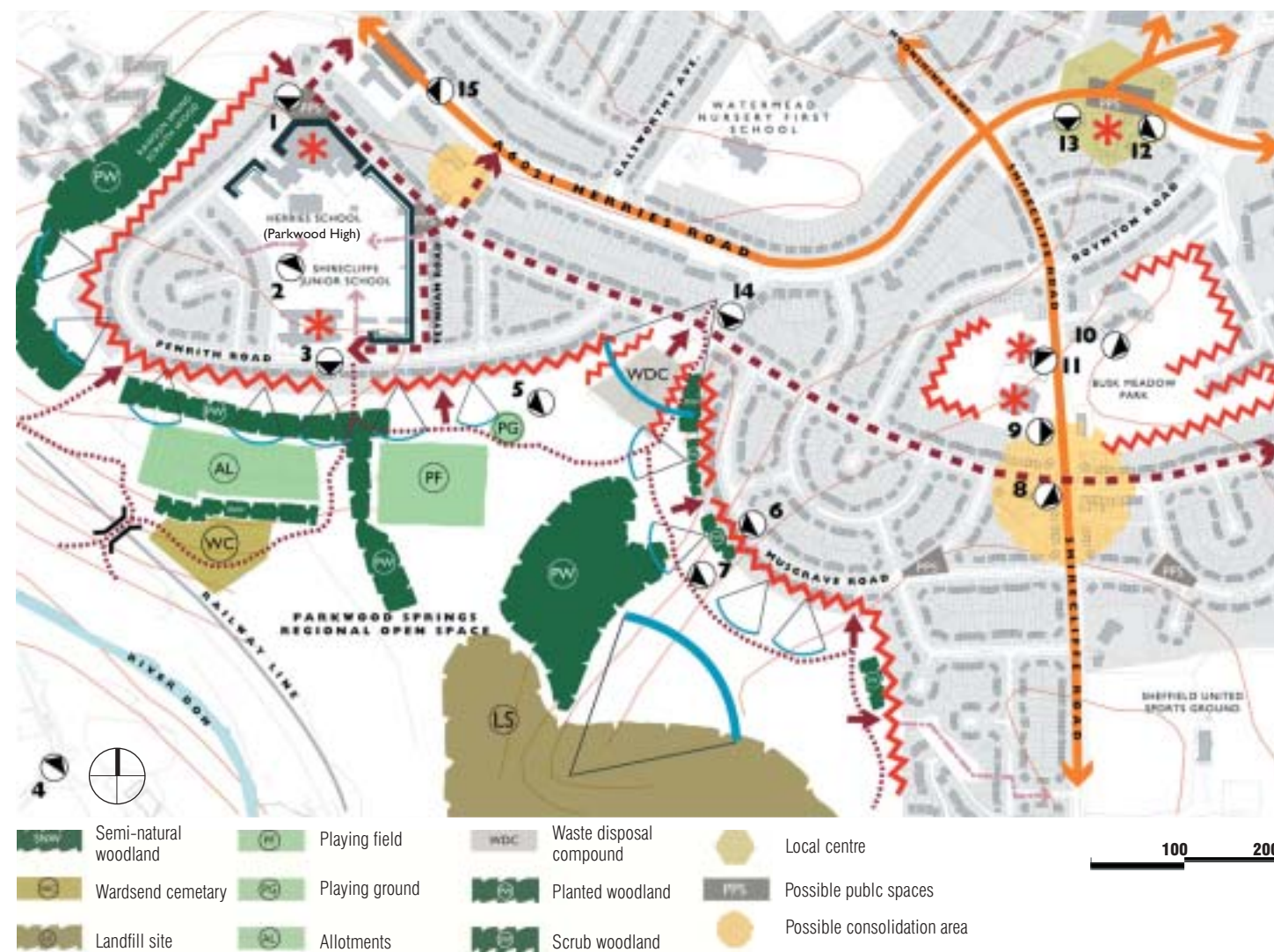


Fig 4: Site Analysis



11. Busk Meadow Community Centre



10. Busk Meadow Park



9. Busk Meadow Infant School



6. Musgrave Road clearance area



7. Views from Shirecliffe over city



8. Shops at Longley Avenue West

4.1 Movement Framework

4.1.1 The primary routes that serve the area are Herries Road and Shirecliffe Road. Longley Avenue West is the main route through the redevelopment area, but is not clearly differentiated in character from other streets. There are two important short links from Herries Road via Teynham Road and Parkwood Road North, and the link via Penrith Road at the western end of the area is important for the school.

4.1.2 A primary objective is to improve the legibility of the street pattern - i.e. making it more distinctive and understandable - within the redevelopment area and its surroundings, especially by expressing Longley Avenue West as a more significant main street or spine through the area. A number of measures can contribute to this:

- Introduction of street trees to create an avenue character
- Replacement of verges by parking bays, separated and shaded by trees
- Distinctive treatments at junctions and redevelopment sites to create local focus through distinctive development, raised tables, different surfaces, etc.

Shirecliffe Road remains as a major route between Shirecliffe and adjacent areas. It is also essential in serving the Busk Meadow hub and linking it to the Herries Road neighbourhood centre. It will be the subject of streetscene works using the above techniques to improve its appearance and mark its importance.

4.1.3 Clearance and redevelopment gives the opportunity to make more pedestrian linkage with the housing areas and adjacent green spaces, n.b.

- From Herries / Shirecliffe Primary Schools to Parkwood Springs
- In future, from Parkwood Road North to Parkwood Springs
- From Musgrave Road to Parkwood Springs
- From Boynton Road to Busk Meadow

Key aims

4.1.4 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 speed 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.

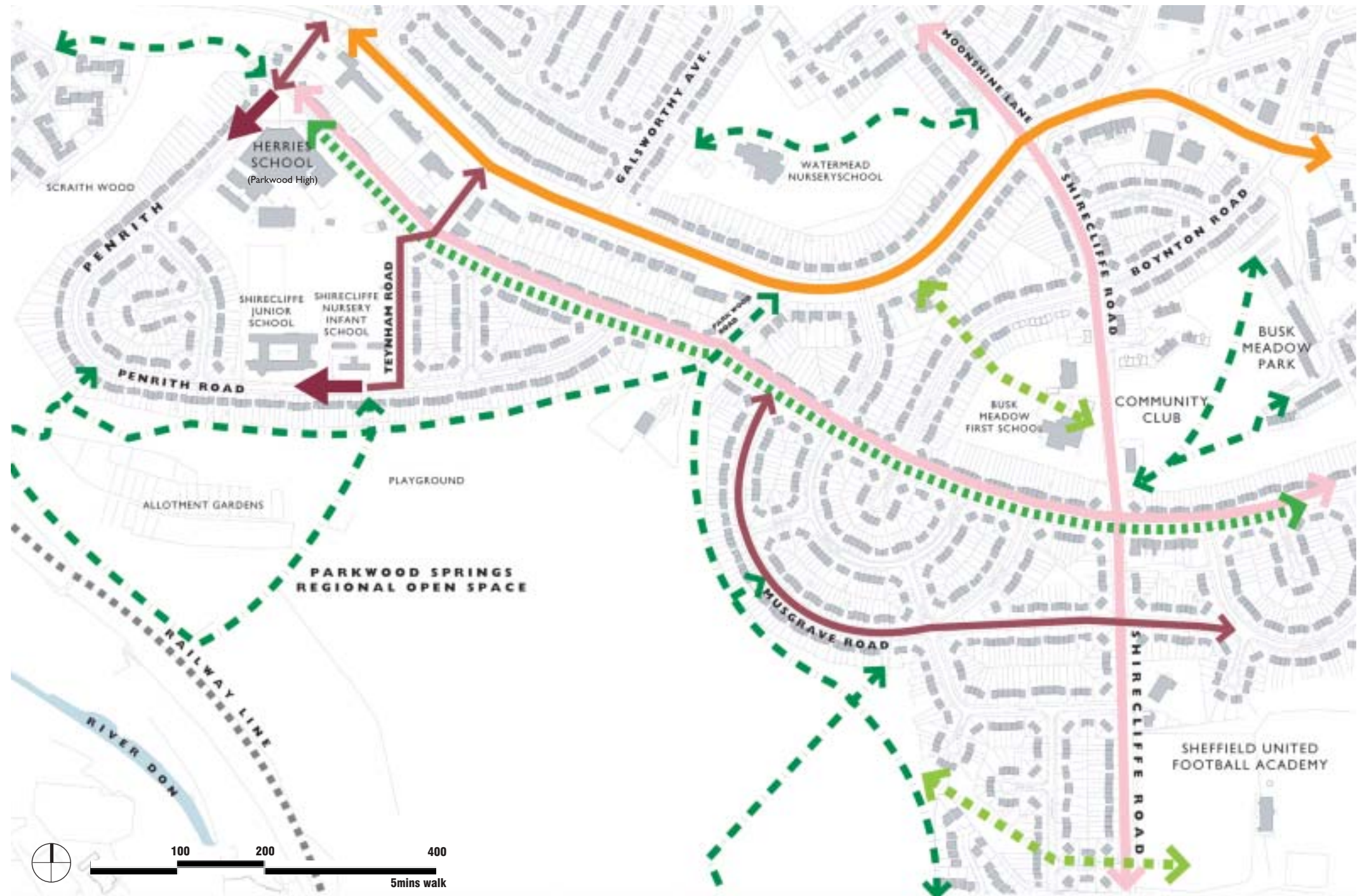


Fig 5: Movement Framework

Create linked up streets

4.1.5 Where redevelopment allows, 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.

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 Shirecliffe's neighbourhood strategy sets high value on landscape elements, and this is reflected in the masterplan landscape framework. In particular, it stresses the relationship of Parkwood Springs to housing areas and to the green ridge route along the southern edge of the neighbourhood.
 - 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. In Shirecliffe, where there are limited opportunities for comprehensive change over larger site areas, these principles will be applied to existing streets, such as the main neighbourhood street of Longley Avenue West.
 - 4.2.4 Busk Meadow is the most important green space within the neighbourhood. The framework plan proposes a pedestrian route from it to the redevelopment area on Boynton Road, connecting the community facilities on Shirecliffe road and introducing traffic calming elements into the street to encourage better interaction between the facilities and the park.
 - 4.2.5 The framework plan allows for access from the school site north of Penrith Road to the playing field area at Parkwood Springs through the gap created by housing clearance. Penrith Road could be closed to through traffic. The design of the crossing point at Penrith Road must ensure both safety of pedestrians and continued access for pedestrians and cyclists along Penrith Road so that the western end does not become cut off from the rest of the neighbourhood.
 - 4.2.6 Incidental space and local focal points occur at street junctions and other key points in the housing layout where landscape treatments are appropriate. Particular opportunities occur where there are redevelopment sites on opposite sides of the street in Penrith Road Longley Avenue West and Boynton Road, allowing a change in street alignment, width and parking patterns. Such spaces provide a sequence of events to guide people through the area, aiding orientation and reinforcing sense of place.
- Key aims**
- 4.2.7 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.

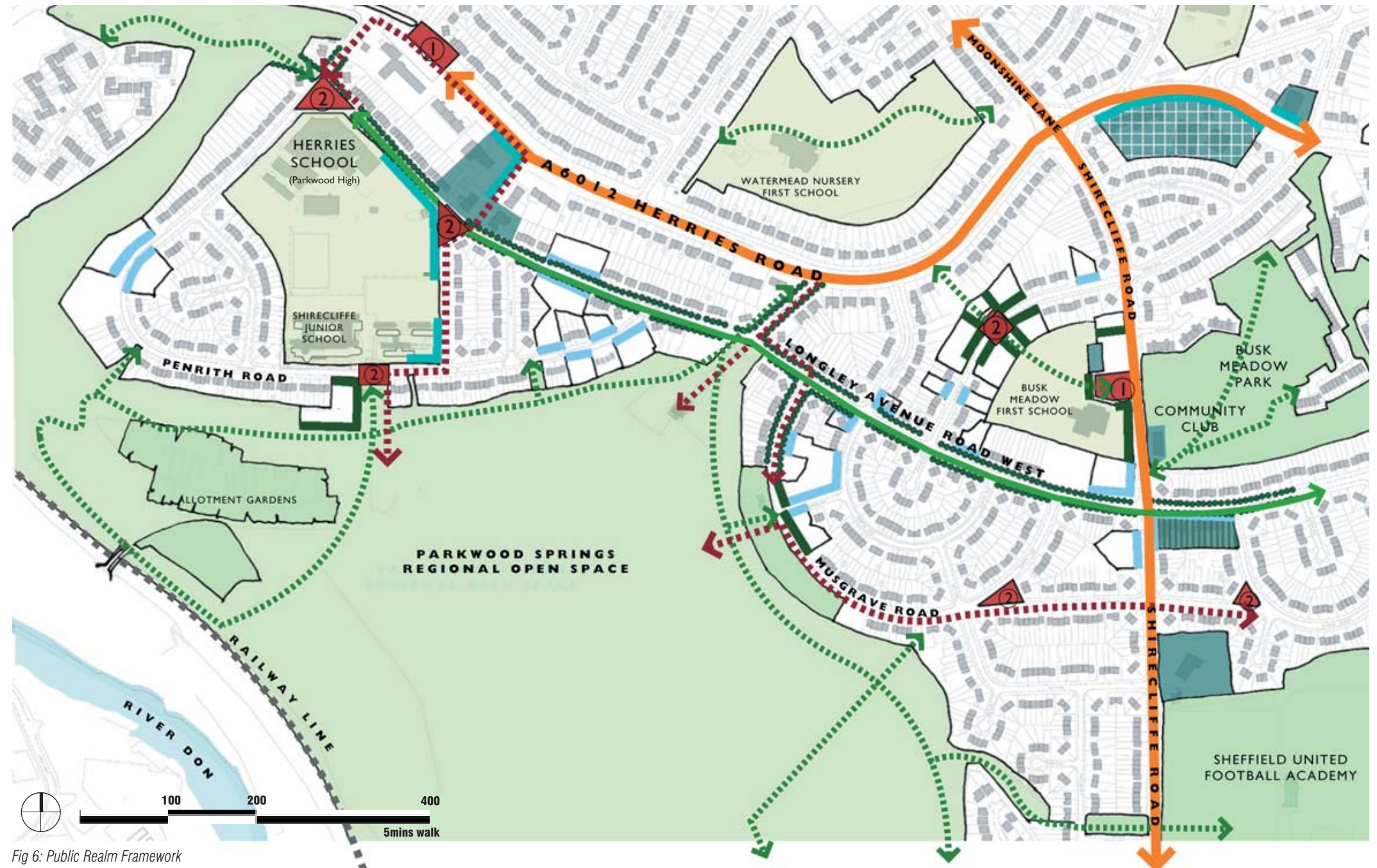


Fig 6: Public Realm Framework

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.



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 Most housing opportunities are to infill relatively small sites. There may be opportunities in deeper sites to create small courts or mews, but in many instances replacing houses close to the existing building line may be the only practical option. On Penrith Road there is limited opportunity to build higher town houses or apartments (up to 4 storeys) overlooking the route through to the new playing fields and the Parkwood Springs ridge, and these new buildings should be visible and distinctive in views from the south. More comprehensive redevelopment is possible in small pockets (see 4.2.6) where a mix of two and three storey houses could be set around new pedestrian/parking squares.
- 4.3.3 School sites inevitably include extensive areas of open space, but it is nevertheless important that the buildings contribute to the urban design and that space is handled to avoid visual “leakage” and lack of definition and surveillance. Herries School, for example, is sited prominently on Longley Avenue West and Penrith Road, and any further development should similarly build up the perimeter of the site (e.g. Teynham Road) boundary of the existing school site at its junction with Penrith Road or Longley Avenue West, where buildings would be part of the street scene and could be a significant local landmark.
- 4.3.4 New development will enhance the local significance of the Busk Meadow Hub. Future expansion of existing facilities should bring the building frontage of both the school and the community centre closer and parallel to Shirecliffe Road, with parking and associated open space behind. The existing shops on Longley Avenue West are redeveloped for housing, with a new block on the opposite corner adjacent to the school/community facilities and on the same new building line on Shirecliffe Road.

Key aims**Diversity and choice**

- 4.3.5 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).
- 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

- 4.3.6 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 in places where residents can see it between or behind buildings, or in carefully designed parking spaces in streets and squares.
 - 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

- 4.3.7 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

- Distinctive places are memorable and popular.
- 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

4.3.8 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.

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

4.3.9 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 7: Development Framework

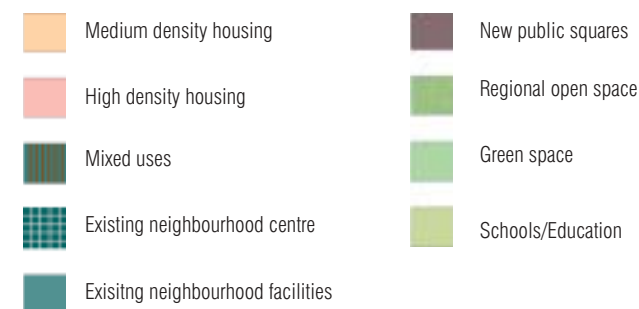




Fig 8: Briefing Plan

5.1 Brief Diagram

5.1.1 The briefing plan draws together the Movement, Public Realm and Development Frameworks, 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 mixed-use area is indicated on the corner of Shirecliffe Road and Longley Avenue West, where ground floors should be suitable for commercial or

community uses, with flats on upper floors. These uses are related to the Busk Meadow hub.

Open Space

- Access to Parkwood Springs is increased as a result of housing clearance. At Musgrave Road, all plots on the southern side are landscaped, with a landmark structure / landscape feature prominently positioned. As a future aspiration, green space will be extended through the recycling site at Parkwood Road North to Longley Avenue West.
- At Penrith Road, a new link is required between Shirecliffe Primary School and the playing fields. Two new sports pitches are to be provided.
- Improvements are required to the pedestrian "ridge route" at the edge of development from Penrith Road to Standish Gardens with surfacing and lighting.
- At the Busk Meadow First School and Community Centre site, any future development must retain amenity space behind the main building frontages on Shirecliffe Road and allow links through to Boynton Road.
- At key locations throughout the redevelopment area, new development must create shared pedestrian/ parking landscaped space on the street at Penrith Road (west), Longley Avenue West (between Teynham Drive and Penrith Road) and on Boynton Road.

Streets and Access

- The main neighbourhood streets are Longley Avenue West and Shirecliffe Road, and will be subject to streetscape design works, including tree planting, car parking, traffic calming etc.
- Awkwardly angled street junctions should be improved as small urban spaces with planting and car parking.
- A major pedestrian crossing over Shirecliffe Road is required at Busk Meadow.
- Penrith Road will be closed to vehicles at Shirecliffe Primary School, with a major new pedestrian space linking the school with new sports pitches.

Development Character

- In keeping with the general character of the area, new housing should be two to three storeys. At the corner sites on Longley Avenue West / Shirecliffe Road, heights of three to four storeys are required in order that the buildings provide an appropriate focal point to the hub. On new sites adjacent to the Parkwood Ridge Route, 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 and include Longley Avenue West / Shirecliffe Road, new buildings on the Herries / Shirecliffe School site and any future extensions to community buildings

on Shirecliffe Road at Busk Meadow. Building frontages must be on a forward line in the street, and special attention must be given to the design of façades.

- 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 their relationship to adjacent buildings and spaces, and should be expressed by different uses (especially public uses), heights and/or architecture. These include new housing on Penrith Road and Musgrave Road and the Busk Meadow hub.

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 the following page.

Streets and Access

- No new streets are planned for Shirecliffe. However, Longley Avenue West and Shirecliffe Road are enhanced with avenue trees as main streets within the redevelopment area.
- Housing redevelopment on Boynton and Penrith Roads and on Longley Avenue West introduces small “squares” which provide traffic calming and local focus.
- Penrith Road is broken at Shirecliffe Primary School with a new square, which closes the street to through traffic but promotes pedestrian and cycle movement and which allows safe pedestrian movement from the school site to new pitches on the playing field to the south.

Public Realm

- The illustrative plan shows green space extending from Parkwood Springs to Parkwood Road North. In the medium term the recycling site will remain, so that this is a longer-term objective.
- There is increased access to the green “ridge route” around the southern perimeter of the existing housing area. Landscape and footpaths to the whole of the southern edge are improved.
- There is the opportunity for a large and very visible landmark on the ridge at Musgrave Road to mark views to Shirecliffe from the south, around which future new housing can be planned.
- The ridge route and existing footpaths are shown extended with landscape into Standish Drive, connecting with the Roe Wood Recreation Ground. Longer term there may be the potential to create a more continuous landscape belt along this line.
- At Busk Meadow, a new pedestrian crossing is proposed in conjunction with major public realm improvements on Shirecliffe Road to improve connections between the green space and the school / community centre. A pedestrian link is extended through this site into new housing on Boynton Road, and potentially to the church on Herries Road.

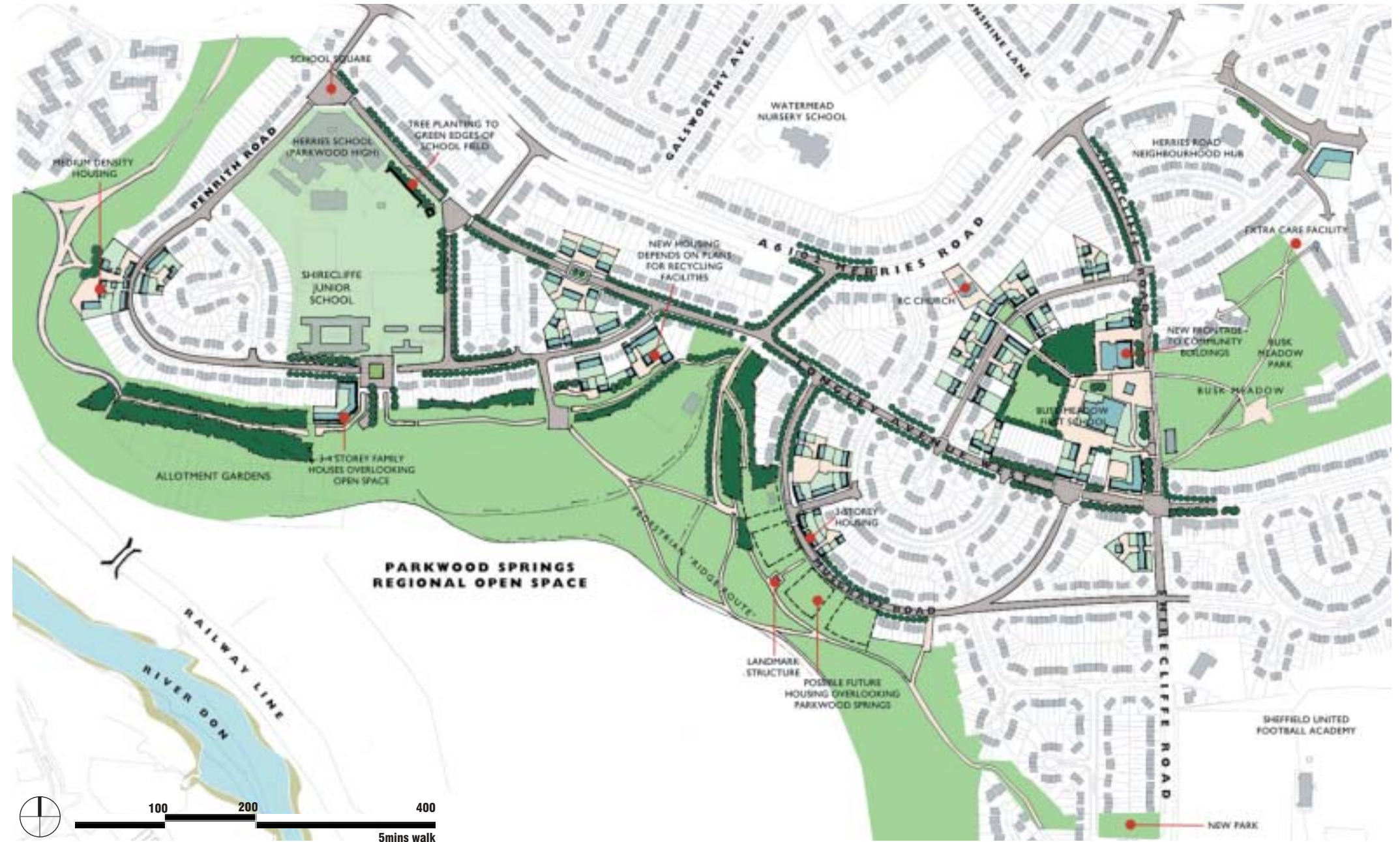


Fig 9: Masterplan Proposal

- Street treatments to Longley Avenue West are intended both to mark its status as Shirecliffe’s “main street”, and make it more amenable to pedestrians and cyclists. Measures include tree planting and designated car-parking spaces to narrow the perceived width of the carriageway, improved footpaths and lighting, and traffic calming through combinations of these methods.
- New street spaces are proposed at key street junctions. At Longley Avenue West / Shirecliffe Road, this is in conjunction with the redevelopment of corner sites and would contribute to marking the Busk Meadow hub on a key area route. A street scheme could be its counterpart at the western end of Longley Avenue West on the junction with Penrith Road in front of Herries School.
- Incidental spaces are shown within larger new housing groups. These are pedestrian priority areas designed

on Home Zone principles with tree planting, some car-parking, seating areas and potential for some equipment for young children’s supervised play.

Development

- In line with the development framework, a number of infill sites are shown in “mews” arrangements built both closer to the street and in the depth of the site. Sites need to be at least 36 metres deep and 25 metres wide. The illustration (overleaf) shows how a continuous street frontage can give access to a court with housing and parking for each unit behind, and with good surveillance and landscape.
- On Penrith Road, higher buildings / apartments overlook the pedestrian route into the new playing fields. New building on Musgrave Road facing over Parkwood springs is three-storey, to take advantage of views and to be visible from further afield. These buildings are

intended to be architecturally distinctive, in particular exploiting their southerly aspect with solar glazing, sun terraces, etc.

- At Busk Meadow hub, it is anticipated that there will be significant expansion and improvement of community and children’s facilities. New building is shown built to a forward development line on Shirecliffe Road, which gives more prominence to buildings and removes car parking to areas behind.
- Street improvements are shown at the Herries Road centre, with possible redevelopment of the vacant caretaker’s house on the north side of the road. The area is to be developed as an integrated local centre, including the shops, pub and GP and extra care facilities.



Fig10: Detail Boynton Road - Parcel F2 and F5

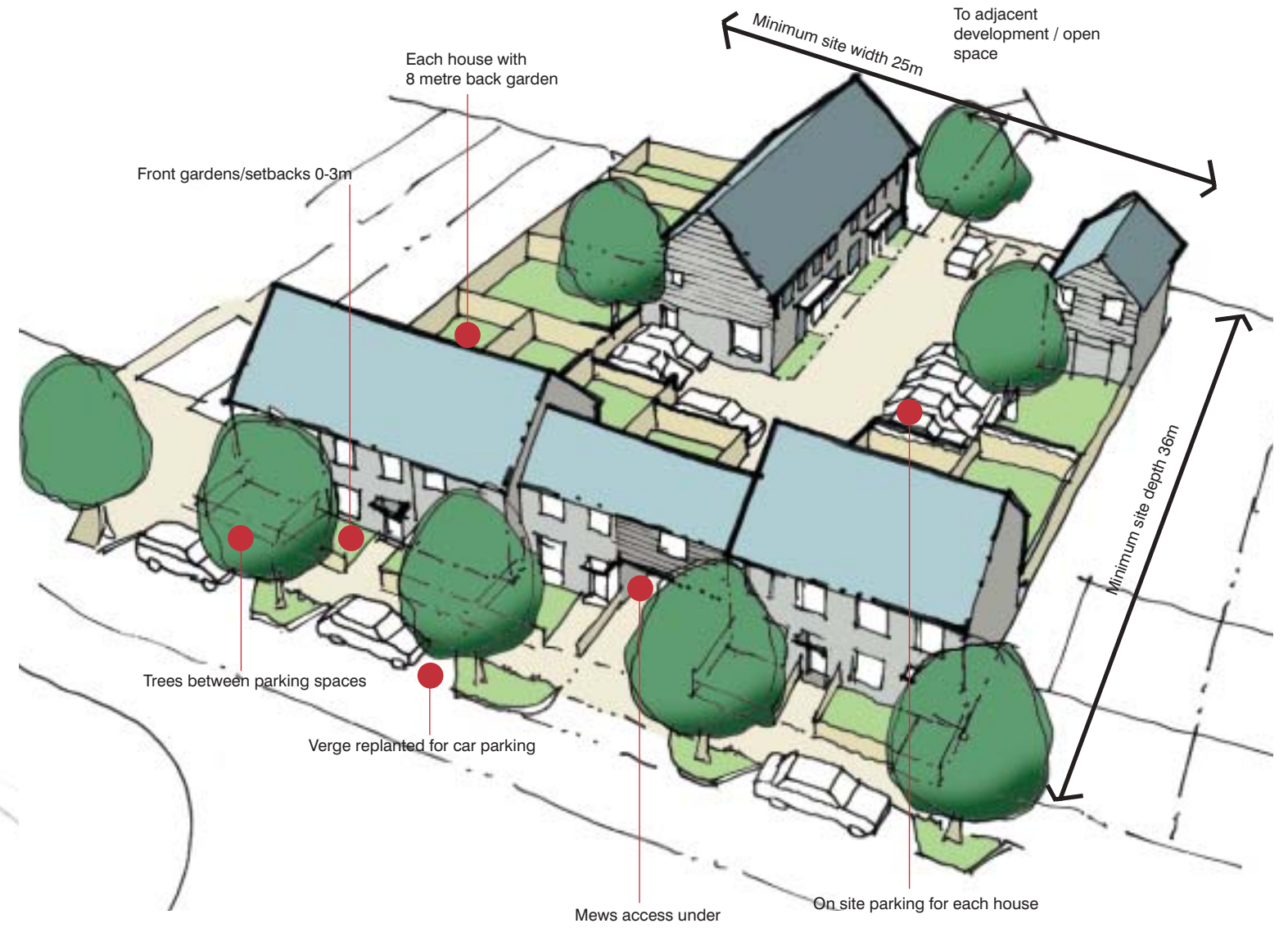


Fig 11: Typical development of deeper infill sites

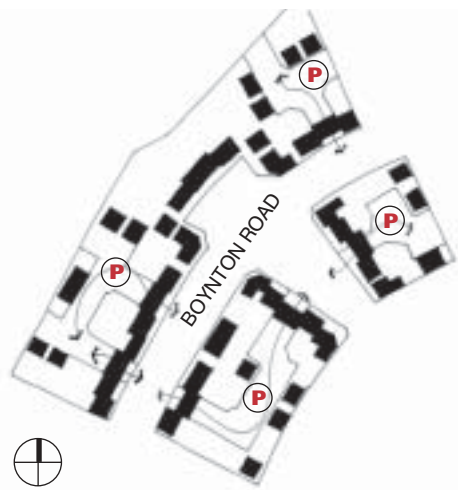


Fig12: Courtstudy Boynton Road - F2 and F5



Fig13: Detail and study Longley Avenue West - Parcel C3

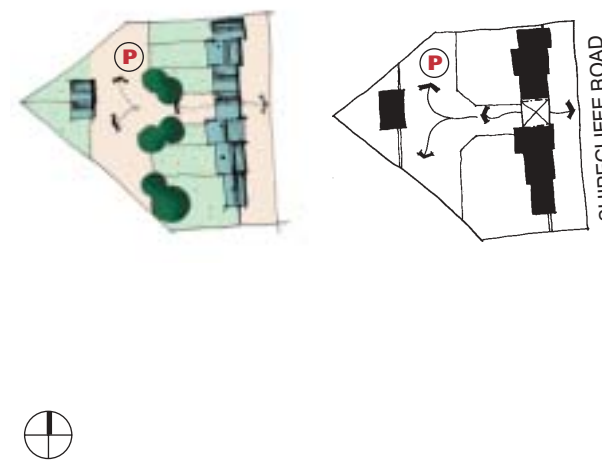


Fig14: Detail and study Shirecliffe Road - Parcel 11

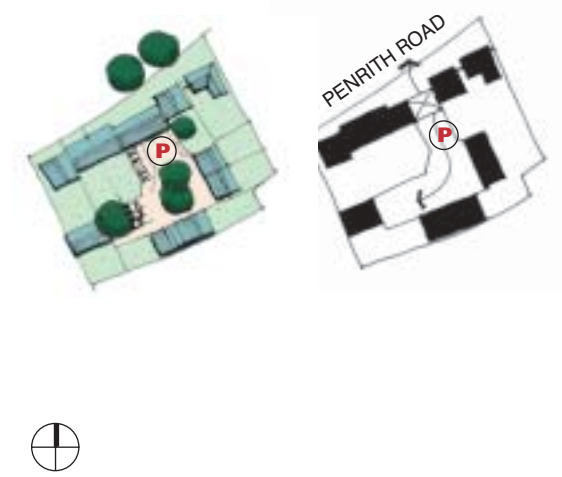
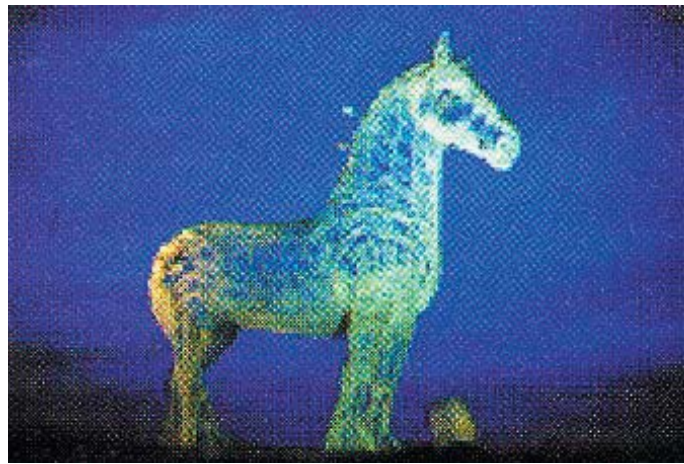


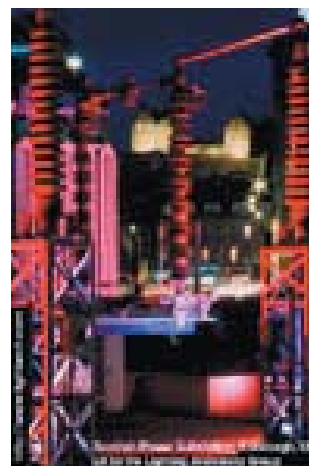
Fig15: Detail and study Penrith Road - Parcel C3



16. Lighting and Local Identity - Shire Horse - Community Art Programme



17. Angel of North Local Identity



18. Lighting Scottish Powerstation



Fig 16: Development Parcels Shirecliffe

7.1 Development Capacity

7.1.1 The development capacity of the Shirecliffe 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 Apartment 55m²
- 2 Bed - 3 Person Apartment 60m²
- 2 Bed - 4 Person Terraced House 65m²
- 3 Bed - 5 Person House 2 Storey Terraced 85m²
- 3Bed - 5Person House 3 Storey 90m²
- 3Bed - 5Person House Semi-Detached 90m²
- 2Bed - 3Person Bungalow 65m²
- 4Bed - 6Person House (excl garage) 110 m²
- 4Bed - 6P House 3 Storey (incl garage) 112m²

7.1.2 The average density of the Shirecliffe site varies across the site, however, 204 (79%) new houses and 54 (21%) apartments yields an average density range of 42 units per hectare, with a public open space component of 17%. 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 detailed summary of the costing, viability and market assessment of the proposal, can be found in the financial and cost consultants, Hall and Partners report.

Shirecliffe Re-development Site									
	Area/ha	No. Units	Type	No.	Type	No.	Height		
Penrith West	A1	0.23	Houses	15			2-3 storey		
	A2	0.14	Houses	13			2-3 storey		
Penrith Central	B1	0.23	Houses	4			3-4 storey		
	B2	0.20	Houses	5			3-4 storey		
Penrith East	C1	0.05	Houses	5			2-3 storey		
	C2	0.08	Houses	8			2-3 storey		
	C3	0.13	Houses	10			2-3 storey		
	C4	0.06	Houses	4			2-3 storey		
	C5	0.06	Houses	7			2-3 storey		
Longley Ave West	D1	0.18	Houses	16			2-3 storey		
	D2	0.19	Houses	14			2-3 storey		
Musgrave	E1	0.08	Houses	7			2-3 storey		
	E2	0.22	Houses	16			2-3 storey		
	E3	0.23	Future houses	0			3-4 storey		
	E4	0.24	Future houses	0			3-4 storey		
	E5	0.12	Houses	8			2-3 storey		
Boynton	F1	0.05	Houses	3			2-3 storey		
	F2	0.36	Houses	26			2-3 storey		
	F3	0.08	Houses	3			2-3 storey		
	F4	0.05	Houses	4			2-3 storey		
	F5	0.28	Houses	23			2-3 storey		
	F6	0.05	Houses	3			2-3 storey		
	F7	0.04	Houses	4			2-3 storey		
	F8	0.04	Houses	4			2-3 storey		
Longley Ave East	G2	0.04	Houses	4			2-3 storey		
	G3	0.04	Houses	5			2-3 storey		
	G4	0.15	Houses	6			2-3 storey		
Bank Meadow	H	0.15	Plots	0	Plots	15	3-4 storey		
Shirecliffe Rd Standish Drive	I1	0.15	Houses	9			2-3 storey		
	J1	0.15	Open space	0			0 m		
Total	4.13	252		213		19			

Table1: Development Capacity Shirecliffe



19. Lighting installation in the landscape: 'The Path', Glen Lyon, Scotland NVA Organisation



20. Housing quality New Hall, Harlow



21. Housing quality New Hall, Harlow



22. Existing School, Millenium Village London

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

- 8.1.1 In particular, the City Council may wish to consider undertaking Coding exercises 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 Busk Meadow) and future work on streetscape improvements and plans for the hubs.
- 8.1.2 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.
- 8.1.3 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 into Supplementary Planning Guidance to be used in the preparation and assessment of developers' proposals.



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