Upper Don Valley

Physical Regeneration Strategy

Final Report
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1. Introduction

1.1 This document outlines a Physical Regeneration Strategy for Sheffield’s Upper Don Valley. The Strategy is supported by background information contained in a separate Baseline Report which contains detailed research and analysis of the Upper Don Valley which has informed the approach to regeneration.

Why a Physical Regeneration Strategy?

1.2 The Strategy establishes a vision for the Upper Don Valley and identifies key actions required to facilitate regeneration, investment and development, some of which will fall to the public sector to deliver. The Physical Regeneration Strategy is concerned primarily with creating a better place. It will do this by identifying investment and development opportunities and by setting a strong vision of how the Upper Don Valley can be transformed over the coming years. Regeneration is a long term challenge and whilst short term projects will be important, the time frame for the Strategy will extend to the next 15 – 20 years.

1.3 The Strategy builds on existing proposals, previous studies, the property market situation, planning policy and socio-economic context, strategic transportation issues and urban design and riverscape potential. It takes a fresh look at the existing situation whilst drawing together separate aspects into a common agenda for change. The Strategy provides an ambitious but practical approach, but given the scale of the study area and the range of initiatives required, it is clear that much more detailed work will be required to take forward the ambition in this report through specific projects.

The Structure of this Report

1.4 The Physical Regeneration Strategy comprises the following:

- Baseline research and analysis (report bound separately)
- A Vision for the Upper Don Valley
- Strategic Objectives
- Regeneration Concept
- Strategy Proposals
- Land Use and Development Proposals
- Proposals for Transport, Access & Connectivity
- Proposals for the Environment, Public Realm & Image
The Baseline Report

1.5 The Strategy is underpinned by a great deal of background and baseline information. The nature of regeneration on a scale envisaged in the Upper Don Valley - both in terms of geographical area, range of projects and the long timeframe - means that the information base is always shifting and updating. Conditions should be kept under review. But as a baseline for this commission the following aspects have been considered to give a snapshot of the issues.

- General Overview
- Socio Economic Context
- Property Market Review
- Strategic Transportation Issues
- Urban Design Issues
- Riverside Character and Quality
- The Impact of a Waterfront Location on Development
- Site Identification and Headline Information.

1.6 This snapshot of baseline conditions is documented in the Baseline Report, a separate report available from Sheffield City Council.

Location and Context

1.7 The Upper Don Valley is a predominately urban area in Sheffield, which stretches from just outside Sheffield City Centre to the north west of the city fringe, along the valleys of the Rivers Don and Loxley. It an extensive area of mainly brown-field land, dominated by employment and industrial land uses. There are very few houses or other uses, although to the east and west of the valley are suburban residential areas. One of the city’s main arterial routes runs through the area; the A61 Penistone Road, and forms the boundary of the study area at the south west. This is a busy main road, which offers few crossings for pedestrians, or connections in to its frontage sites. The rivers also represent barriers to movement in and around the area; they are generally hidden behind industrial sites, with no access and few crossings.
1.8 On the eastern side of the valley there is open land covering the valley side. There is a steep change in level which separates it from the adjoining residential area and together with the route of the old railway line, this change in level forms the boundary of the study area. The north part of the area is bound by the River Don and the railway line. The illustration below shows the study area's strategic context, whilst Plan 1 shows the area at a more detailed site level.
2. Vision for Upper Don Valley

2.1 The Upper Don Valley is large, varied and with differing scope for change and transformation. The Vision is of a place where investment in development, infrastructure and the environment creates a high quality corridor as part of the ongoing regeneration of the city.

“The Upper Don Valley will be a place for successful businesses, particularly for materials technologies and advanced manufacturing, which will be an important feature of the local economy. It will also be a place to live, learn, relax and spend leisure time, all of which will take place in a significantly improved environment where the traditional industrial character will be reinforced by high quality development and vibrant new places.

Penistone Road will be a strong corridor, approach and gateway to the city centre. The riversides will be rediscovered and will be enriched in themselves and add value to development.

Above all the Upper Don Valley will be a more attractive place for people whether they are workers, residents, visitors or investors. It will make the most of its unique features and location to fulfil its potential as one of Sheffield's most diverse and distinctive regeneration areas.”

2.2 This Vision will be translated into aspirations for different parts of the valley, underpinning proposals and actions in a series of focus areas.
3. Strategic Objectives

3.1 A series of strategic objectives underpin the Physical Regeneration Strategy. These have emerged from baseline and options investigations, and reflect issues both within the valley and in relation to the wider regeneration agenda of Sheffield. These objectives fall into the categories of; Economy, Communities, Environment and Action.

Economy

3.2 Strategic objectives for economy are:

- Identify and promote policies and actions which will attract public and private investment and new development within the Upper Don Valley, addressing problems of underused and vacant land and buildings.

- Encourage new employment opportunities across the Upper Don Valley whilst supporting and sustaining existing employment and businesses, big and small, recognising the special character and nature of complementary and reinforcing uses within the Upper Don Valley.

- Support a specialist materials technologies and advanced manufacturing ‘mini-cluster’ of mutually supporting and related new and existing businesses, to provide a strong focus for future investment and improvement, including the provision of more skilled jobs.

- Develop a broader and more diverse mix of uses across the Upper Don Valley. The prevailing industrial character will need to be transformed in places and the quality of the environment improved, to support diversification and attract investment in new uses.

- Making more intensive and creative use of available sites and underused land to facilitate new development and unlock investment opportunities. This will involve addressing key triggers and barriers to investment in sites.

- Focus on a limited number of high priority projects and sites,
which offer the potential to transform the quality, offer and identity of the Upper Don Valley. Many vacant and unattractive sites are located on the A61 Penistone Road corridor and, as such, are highly prominent and key to the image of the area.

- Recognise the value of the rivers as vital assets in regeneration terms, providing scope to create new and improved places and realise the economic value of sites with a riverside setting to attract higher value uses and drive regeneration.

**Communities**

3.3 Strategic objectives for communities comprise:

- Ensure investment and development in the Upper Don Valley creates benefit for local business and residential communities, as well as the city overall.

- Develop stronger relationships with adjacent areas, communities and voluntary sector bodies in and adjacent to the Upper Don Valley to maximise the communities’ contribution to and benefit from regeneration.

- Support local people through regeneration in terms of learning, employment and healthy living through ongoing improvements across the Upper Don Valley.

- Improve connections between communities and destinations across the Upper Don Valley, linking people with job opportunities by improving the quality of public transport provision and by providing new and improved walking and cycling routes.

**Environment**

3.4 Strategic objectives for environment comprise:

- Improve environmental quality across the Upper Don Valley, focusing on improving the riversides, public realm and streetscape. Take early remedial action where the environment has been abused and requires improvement to create safe, clean and people friendly places.
Maximise the potential of the riversides for amenity and recreation, recognising the special character of the Rivers Don and Loxley and improving their setting and access through development and environmental projects.

Improve linkages across the Upper Don Valley and particularly between open spaces and the riversides. The creation of a continuous riverside walk along the River Don is a specific objective for regeneration.

Enhance the quality and image of the A61 Penistone Road Corridor, as an important approach and gateway to the City Centre. Focusing on improving the quality of development frontages will be as important as improving the street environment.

Make the most of existing open spaces and, where necessary, create new public open spaces as focal points within the Upper Don Valley, which can encourage new development and add value to and improve enjoyment of the urban environment. New spaces should address the rivers and help improve the prominence of the riversides.

Focus on prominent sites and areas where image ‘can be won and lost’. Sites and buildings which are detractors to character and which undermine people’s impression of the area should be tackled as a priority to improve the visual appearance of the Upper Don Valley and help transform its character for the better.

Address congestion hotspots, where traffic impacts severely on the quality of place and its economic performance.

Secure strategic and local transport and access improvements to support regeneration in the Upper Don Valley, but also to create benefit for the wider city and its communities; in particular in Hillsborough, where traffic problems are significant.

Conserve and enhance heritage townscape and landmark buildings, seeking innovative ways in which older buildings can contribute to regeneration by being given a new lease of life through the planning and regeneration process. Innovative architecture and design quality should be a key theme here.
Significant improvements should be sought at Parkwood Springs to maximise the recreational and environmental value of this important asset. The creation of a major new Urban Park and delivery of the ‘Parkwood Springs Community Vision’ (SOAR 2003) should be a priority and this sets a challenging and exciting agenda for this area based on linked themes of ‘Nature, Energy and Technology’.

**Action**

3.5 Focusing on action is vital and strategic objectives include:

- Endorse and promote the vision and strategy to align and attract public and private sector investment to the Upper Don Valley, providing greater certainty over what will be supported and making a clear commitment to the area through focused public sector intervention and early action.

- Recognise constraints, but focus on deliverable projects, seeking practical and innovative ways to implement the Strategy and kick start regeneration, tackling quick wins and long term prospects.

- Promote positive planning as a means of creating confidence and development interest in the Upper Don Valley and positioning land use proposals within the evolving planning framework for this area.

- Develop partnerships involving residential and business communities to deliver the vision for the Upper Don Valley, recognising that the public sector can play a key facilitating role, but cannot deliver the Vision on its own.

- Ensure ‘strategic fit’ of the Upper Don Valley as one of Sheffield’s Strategic Regeneration Zones.

4. **Regeneration Concept**
4.1 Interpreting these objectives, the Regeneration Concept (see Plan 2) provides an ‘at a glance’ summary of the Strategy. The main aspects include:

- Encouraging the regeneration, investment and investment evident in Sheffield Central Riverside, Kelham and Central Neepsend to extend northwards into the Upper Don Valley to create a vibrant **new mixed employment area in the Neepsend** area focused on a rejuvenated riverside. Existing businesses will be supported and new businesses encouraged to locate in this area, by regenerating vacant and underused sites and land.

- Making a long term commitment to deliver major environmental improvements at **Parkwood Springs**, in line with the Community Vision, to create a new high quality Urban Park in the Upper Don Valley. Planning for the future use of the landfill site will be vital to deliver the long term vision, but short and medium term actions will need to be considered as part of a phased approach to the masterplanning of this area.

- Securing a radically improved recreation and leisure attraction at **Sheffield Ski Village**, including a ‘real snow’ facility and alpine village creating a major new regional destination. Maximising the prominence and quality of this new attraction, which will be located on a highly prominent site, will offer scope to positively improve the image.

- Creating a new Technology Park at **Hillfoot Riverside** through a comprehensive approach to access, circulation and the consolidation of existing development to deliver new sites. The importance of the riversides and quality development to the image and brand of a new technology park will be fundamental. The focus of new development here should contribute to strengthening the specialist materials technologies and advanced manufacturing businesses in the Upper Don valley.
• Significantly improving the environment and offer around the **Education and Leisure Cluster** (Owlerton Stadium and the new Hillsborough College) to create a vibrant and welcoming campus environment which is attractive by day and in the evening. The potential of the Loxley riverside needs to be recognised as does the link to Hillsborough centre. By relocating a proportion of car parking away from the prominent stadium frontage new leisure uses could be accommodated to support vitality in this area.

• Improving the gateway to the Upper Don Valley in the **Owlerton/Wadsley Bridge** area through new development, highway and environmental works. This will include junction improvements and regeneration of prominent vacant sites for high quality commercial frontage development.

• Enhancing **Claywheels Lane** as an important employment location and securing the sustainable regeneration of underused sites, such as the former UCAR site. Significant improvements to access and infrastructure in this area will be required.

4.2 Improvements to the river corridors, their settings and their accessibility, will be a theme throughout regeneration in the Upper Don Valley. Similarly improvement to the quality of development and the environment along the A61 Penistone Road Corridor is equally important to image and identity and another key theme through regeneration. Other specific access and environmental improvements will be important and these are considered in greater detail in subsequent sections of this Strategy.
5. Strategy Proposals

5.1 The Physical Regeneration Strategy for the Upper Don Valley is structured as follows:

- Opportunity Sites
- Land use & Development Proposals
- Proposals for Transport, Access & Connectivity
- Proposals for the Environment, Public Realm & Image
- Areas of Change

5.2 This section describes the Strategy and introduces the Areas of Change, which are further detailed in Section 6.

Opportunity Sites

5.3 The Baseline analysis identified a total of 36 development opportunity sites across the Upper Don Valley, illustrated at Plan 3. More may emerge as regeneration moves forward, but these 36 are at the heart of delivering the Vision. It is important to recognise that most of these sites are not at present vacant. Those sites which are vacant are more likely to change more easily, but if the Strategy focuses solely on vacant sites, wider opportunities will be missed. Underused land, as well as vacant land, has significant regeneration potential. In particular, the prominence of some sites along the A61 Penistone Road and their setting against riversides, creates major opportunities. The baseline analysis highlights those sites which benefit from just such opportunities.

5.4 If the Vision is to be realised, land and sites will need to be used creatively and more intensively. The demand for land and the appeal of sites in the Upper Don Valley will need to be increased, the former derived from the latter. Hence ways in which sites can be made more attractive for development will be important. This is at the heart of the Strategy, which provides a clear view on land uses, priority sites and enabling projects (see Delivery Strategy section). Carrying these recommendations forward through planning policy and targeted action will be essential to bring forward the sites to deliver the vision. Plan 3 identifies the main opportunity sites and the Baseline Report provides detailed assessments of these sites.
Land Use and Development Proposals

A New Land Use Framework for the Upper Don Valley

5.5 Land use change is needed to remake and reinvent parts of the valley that have experienced protracted periods of decline and lack of investment. Uplifting the quality of uses and development will also be important as businesses continue to grow, develop and invest in an improving Upper Don Valley. The importance of the place for employment and business should not however, be compromised by short term, value driven opportunism; it is important that prudent decisions are made based on long term need. That said, it is clear that new uses may need to be introduced, to diversify and strengthen the Upper Don Valley and sustain economic success.

5.6 The Strategy proposes a new land use framework for the Upper Don Valley. As well as strengthening existing functional character areas, proposals include improvements in the quality of uses in certain locations as well as targeting areas where changing land uses can bring regeneration benefits. Plans 4 and 5 illustrate land use proposals for the Upper Don Valley. These have evolved in discussion with Sheffield City Council and have reflected evolving ideas for Sheffield’s ‘Local Development Framework’.

Prominence, Riversides and Special Uses

5.7 Today land uses in the Upper Don Valley reflect the traditional manufacturing base of the city and whilst new uses have been introduced, the image and identity of the valley is in need of significant improvement. Hillsborough College has provided major investment in the heart of the area and created a new focal point for large numbers of people using this facility. Hillsborough football stadium is another important asset and people attractor in the Upper Don Valley as are other leisure uses, most significantly Owerton Stadium and Hillsborough Leisure Centre. The nearby Hillsborough Centre and ‘The Barracks’ are also at the heart of the Upper Don Valley.

5.8 The geography of the valley is striking. The change in character from the green rural edge to the north and the dense city centre to the south is a unique feature and the main assets of the Rivers Loxley and Don remain underutilised. The baseline analysis identified the potential value added to development by proximity to water, both from a visual and a movement perspective. The rivers and riversides are therefore a key theme within regeneration and a means by which new development can add to and derive benefit from a high quality environment.
5.9 The industrial character of the valley belies some of the ‘cutting edge’ engineering and technology businesses located there. A sea change is needed in the quality of the built environment and image as a basis for a new and more successful future and a means of attracting higher quality and more diverse uses to the Upper Don Valley. In particular, high quality development by the rivers and the main road frontages is vital. Sites along the Penistone Road frontage should be prioritised for high quality development which can themselves transform the public face of the corridor. Creating the conditions whereby high quality development and higher value uses are attracted to prominent sites will be a key challenge.

**A New Mixed Employment area in North Neepsend**

5.10 The future for this area will be based on supporting and sustaining existing businesses and attracting new businesses to locate in this area, to create a more diverse economic base and a busier and more vibrant environment. Given the significant proportion of vacant and underused land and sites in North Neepsend it is clear that there are major opportunities for new employment development through regeneration.

5.11 Other uses which complement and support the main employment uses such as the pubs and sandwich shops can all add to the land use mix and provide a more sustainable and successful place to work. This area could become a location for affordable ‘edge of city centre’ working, which complements other schemes presently underway in the city centre. There may even be opportunities for some live / work schemes where the quality of the public realm is significantly improved to create a more hospitable and attractive environment.

5.12 The riverside is an important feature which should be enhanced and celebrated through regeneration in North Neepsend. This should become a more distinctive and prominent feature. The setting of the river should be enhanced from existing development and as part of the regeneration of sites alongside the river. Redevelopment of sites within this area and an emphasis on high quality employment buildings and an improved public realm should help to improve the public face of North Neepsend for the better.

**A New Employment / Technology Park at Hillfoot Riverside**

5.13 Hillfoot should continue to be a major location for businesses. This area should be developed as a Technology Park which has a distinct identity and which provides a focus for related materials technologies and advanced manufacturing businesses.
5.14 A comprehensive approach to land and circulation is promoted, however, many of the existing businesses in this area will be important to the Technology Park’s long term success and so working with land owners and businesses will be vital. An important theme for regeneration in Hillfoot will be rationalisation, of land and access, to generate new development and investment opportunities. Working with landowners to properly understand the true potential for appropriate and complementary development in this area will be important.

**A Unique Recreation and ‘Green’ Resource at Parkwood Springs**

5.15 The Regeneration Concept underlines the importance of securing a long term commitment to delivering the Parkwood Springs Community Vision. Further detailed work to ascertain how certain aspects of the Vision can be delivered alongside existing constraints, most notably the land filling operation, needs to be considered as part of a practical and realistic phased plan. It is not the purpose of this Strategy to revisit the Community Vision in detail, or provide more detailed proposals, but to place the existing Vision within the wider regeneration agenda and reinforce its importance as a key project. Hence this area is identified as a location for a major new Urban Park and is properly integrated with environment and movement projects.

**Regeneration and Improvement of Sheffield Ski Village**

5.16 A radically improved ski village is an important part of the Regeneration Concept for the Upper Don Valley. This project provides an opportunity to create a regional leisure attraction. Development proposals have been submitted to SCC for the redevelopment of this facility, and the Strategy supports the principle of this improvement, albeit as with any detailed proposal there are details which SCC will need to resolve. Some initial consideration has been provided in the Baseline report; it is not appropriate to consider these in further detail in this report.

**A Leisure & Education Campus in the Upper Don Valley**

5.17 The Hillsborough College development has created a new focal point within the Upper Don Valley and attracts large numbers of students to the area on a daily basis. Recognising the functional impact of this new development in the landscape of the valley is essential. People have to get to and from this facility and it can either sit in splendid isolation at the back of a series of industrial sites or form part of an open, attractive and inclusive campus style environment. Opportunities exist to further develop the Hillsborough Campus of Sheffield College for additional facilities, and to establish courses and training programmes to help meet the skill requirements of existing and new businesses in the area. The college is a Digital CoVE (Centre of Vocational Excellence) with a specialism in multimedia and design, ICT and computing and can align the curriculum to the needs of the local labour market.
5.18 Promoting new leisure and evening uses on opportunity sites close to Owlerton Stadium and the existing casino will provide a development focus for this area and fit within the concept of a welcoming campus environment. Operational hours are likely to be compatible and both types of uses will attract people and activity into the valley. Maximising the riverside setting will be important and valuable sites alongside the River Loxley offer scope for uses such as a family pub and restaurant.

5.19 New leisure uses fronting Penistone Road could include a hotel / conference facility either on the site of the Napoleon’s Casino car park or further north adjacent to Hillsborough Leisure Centre. The development of a hotel / conference facility to support the existing leisure/education offer could act as a catalyst for other complementary leisure uses, particularly those that require a critical mass of activity. Other complementary leisure uses include a health and fitness club or family pub or restaurant. A riverside pub with outdoor seating area overlooking the waterside would help to improve the prominence of the riverside. There may also be some scope for increased fast food and restaurant outlets on the site. It appears unlikely that other major leisure uses such as a cinema, bowling alley or night club would locate on this site under present conditions, although the prospect of such uses would be beneficial to this area.

5.20 These new uses could help to bridge the gap between the Leisure and Education Campus and Hillsborough Town Centre, developing functional and physical linkages. There is urgent need for action following the investment made at the College and the large numbers of people attracted to this important facility. The Strategy sees the area around the stadium as part of the wider Hillsborough centre, in terms of its specialist leisure offer and this could be reflected in ongoing amendments to planning policy.

An Improved Gateway to the Upper Don Valley at Owlerton/ Wadsley Bridge

5.21 Redevelopment of prominent underused sites in Owlerton/ Wadsley Bridge for business and commercial uses will help create a striking gateway to the Upper Don Valley. The prominence of the many neglected sites along Penistone Road increases their potential for re-use, but presently contributes to a general sense of deterioration. Attracting investment to these sites will be vital and a commercial approach to development is required to ensure that sites do not continue to sit derelict and vacant. Their value must be unlocked through physical measures and through planning policy. The visibility and prominence of these sites should be an advantage, as should the proximity of existing businesses and uses not least Sheffield Wednesday’s Hillsborough Stadium.
5.22 The concept of a quality sporting/leisure campus centred on the Hillsborough Football Stadium could be explored. An improved landscape setting either side of Penistone Road, additional car parking and ancillary roadside food / drink uses would support the existing offer. There could also be demand for some retail uses fronting onto Penistone Road. The market analysis identified the scope for trade counter/showroom uses. Other opportunities to redevelop land and buildings to the east of Penistone Road could be explored as values rise and existing uses become obsolete. The opportunity to build on the presence of established industrial uses in the area by redeveloping opportunity sites fronting Penistone Road potentially for office/business uses, to support the existing leisure and sporting offer, should be encouraged.

Employment Uses at Claywheels Lane

5.23 Claywheels Lane is a principal location for a variety of employment uses ranging from industrial uses to business use and combinations of the two. The number and scale of sites in this area, including (but not limited to) the former UCAR site, provides scope for Claywheels Lane to become a focus for major employment led redevelopment over the short, medium and long term. This area provides the city with a unique opportunity for economic investment in employment development and the flexibility to accommodate uses relocated from elsewhere, as well as development which require very large sites. Improvements to accessibility will boost the prospects of sites in Claywheels Lane. There are also many existing businesses in the Claywheels Lane area, which would also benefit from improved accessibility and an improved business environment.

5.24 The Baseline report provides background information regarding potential other approaches to land use at Claywheels Lane and the former UCAR site. This introduced the concept of residential development in this area. However, this report concludes that an employment future will provide the best response to prevailing planning policy, and regeneration initiatives within north Sheffield and that a development strategy based on residential uses at Claywheels Lane and at UCAR would be ‘a very high risk strategy’, since there are significant barriers to delivering these uses in this location in terms of local and national planning policies and regeneration initiatives as well as issues of employment land supply.
Proposals for Transport, Access & Movement

Strategic Transport Proposals

5.25 A number of major transport related schemes are required to address existing conditions, and will greatly assist in the regeneration of the area. These are strategic schemes for the valley as a whole and are described in this section and are shown in Plan 6.

Bus Priority on the A61 Penistone Road

5.26 A bus priority route is proposed for the A61 (Penistone Road) through the study area. The A61 is a main gateway and defined as a ‘Core Route’ into the city by Sheffield City Council and South Yorkshire Passenger Transport Executive (SYPTÉ). The objective for these core routes is to reduce congestion of city buses and to keep vehicles moving. Routes will be anchored by Park and Ride sites, linked to the Quality Public Transport Corridors, and their appearance will be to provide a positive first impression on entering the city. Core routes are the busiest bus routes typically carrying over 1,500 passengers each day and recognised as First Group “Overground” services.

5.27 The bus priority scheme proposes to re-shape and extend the existing services to better meet local needs. Core themes include improvements to frequency, traffic priority, simplicity in the network and marketing. The nature of infrastructure proposals on Penistone Road as part of this ‘core routes’ scheme are still being developed by SYPTÉ and SCC, but as it is introduced services will be revised to take full advantage of the improved core route. Bus operators First Group are committed to using new low floor easy access buses on the north Sheffield Core network and are developing a new concept vehicle following customer focus surveys. Other aspects of the concept include ‘Real Time Information’ (RTI). SYPTÉ’s RTI scheme has been operational from 2004 and allows users of services on this corridor to have access to RTI either by on-street information, or through telephones or computers.

5.28 The bus priority ‘core route’ scheme for the A61 Penistone Road will be included in Sheffield’s Local Transport Plan 2 (LTP2) and the Strategy supports the implementation of this important project is a means of improving accessibility, promoting more sustainable travel and tackling the key issue of congestion and traffic.
Leppings Lane / A61 Penistone Road Junction Improvements

5.29 Leppings Lane is a major congestion hotspot on the A61 and is very difficult to negotiate for pedestrians, cyclists and mobility impaired people. The level of congestion at this junction is such that modification is required. Within the Plan 4 Travel document several options for the reconfiguration of the Leppings Lane junction have been considered. The preferred scheme consists of replacement of the roundabout at Leppings Lane with a traffic signal junction and junction improvements and traffic management measures at other adjacent junctions. The preferred option in the Plan 4 Travel is endorsed as part of this Strategy and subsequent plans in this report reflect the illustrative design developed through this earlier work.

5.30 This is a major scheme which requires third party land but is considered to be within the scale of the issue currently at the junction, particularly when considered in the context of the scope for re-development in the corridor. The scheme in Plan 4 Travel is of course only a preliminary, almost pre-feasibility, layout. The development of the scheme clearly requires detailed appraisal work to be undertaken which may result in some relatively significant modifications to the layout. This work is likely to be undertaken as part of the bus priority scheme in conjunction with private developers.

5.31 The proposed scheme for the Leppings Lane junction incorporates an improvement to the access to Claywheels Lane and this is seen as essential, given the proximity of these two junctions. Indeed it would be a missed opportunity not to link the two schemes, not least since the proposed new road bridge connecting Claywheels Lane to Middlewood Road will only deliver strategic benefits where the junction of Claywheels Lane and Penistone Road is also improved.

5.32 The improvement at the A61/Leppings Lane junction will be included in LTP2. Works at the junction will be included in the bus priority project but there will also be a scheme in LTP2 aimed at improving traffic flow patterns in north Sheffield. Improvements at Leppings Lane would also be a key element of this wider scheme.

Claywheels Lane/ Middlewood Road Bridge Link

5.33 The congestion in the Leppings Lane area is not confined to the A61. The western end of Leppings Lane at its junction with Catch Bar Lane is also very congested and this congestion can have a significant impact on Supertram which runs on this corridor. A new vehicular bridge link from Middlewood Road to Claywheels Lane would provide an alternative route onto the A61 from the north, avoiding the Catch Bar Lane area and creating new strategic link into the city. This would help to alleviate congestion in the Hillsborough area, as well as providing obvious local access improvements to sites in Claywheels Lane. The wider benefits to
Hillsborough and the Upper Don Valley are recognised by the classification of this project as of strategic importance and high priority.

5.34 The delivery of this link will now be included in LTP2 as part of the wider scheme to improve traffic patterns in north Sheffield. The bridge link must be seen as complementary to the A61 Penistone Road / Leppings Lane scheme as it would be pointless constructing the bridge if improvements were not implemented at the A61 Penistone Road junction.

5.35 With the bridge in place the nature of Claywheels Lane would change significantly. Plan 4 Travel suggests that it should be upgraded to a dual carriageway. This Physical Regeneration Strategy questions whether such a major improvement would be justified and is of the view that improvements to Claywheels Lane should be focused on improving the existing single carriageway link. Along with functional improvements to Claywheels Lane under this scheme, the importance of this route as an important way into the City and the Upper Don Valley, rather than an industrial cul-de-sac, would merit significant improvement to streetscape, public realm and boundaries.

**The Development of the Upper Don Valley Pedestrian and Cycle Network**

5.36 SCC has a proposal to develop a network of walking and cycling routes in the UDV and a bid for funds for this network is being included in LTP2. The rivers and cross valley links are integral to the walking and cycling network as is improving conditions for cycling and walking along the A61 Penistone Road and other primary north roads. The River Don is an underdeveloped corridor that could provide good links to the key development sites, for walking and cycling. There is an on going study into the feasibility of providing a walking / cycling route along the Rivers Don and Loxley. Proposals from this study have helped to inform this Strategy in terms of detailed consideration of riverside routes.

5.37 Cross valley links are important in linking the Upper Don Valley with adjoining neighbourhoods. Multiple barriers of main roads, topography, sites and land uses, the railway line and the rivers all compound to make crossing the valley difficult. Measures to improve cross valley links are encouraged, including proposals for new and improved bridges, improved streets and improved pedestrian crossing facilities. The connection from the Hillsborough Centre to Hillsborough College is particularly important, as are links to communities to the east currently cut off from the Upper Don Valley. There are proposals for cycle routes to link the Upper Don Valley to residential areas such as Foxhill, Southey Green, Firshill and the Northern General Hospital. With approximately 47,900 residents living in these areas, these proposals are clearly important. Creating good pedestrian linkages between key destination in the valley such as Hillsborough College, Hillsborough Leisure Centre, Hillsborough Park and Sheffield Wednesday’s football stadium will be important as well.
**Stocksbridge Sheffield Rail Line**

5.38 The other transport issue of a strategic scale in the corridor is the potential re-opening to passenger traffic of the existing heavy rail line, which runs north south through the valley. This is a long-term and challenging project, of obvious benefit to the Upper Don Valley, but with no clear delivery route at this stage. The new passenger rail line would offer significant potential to improve public transport provision in the Upper Don Valley, but also for communities to the east, in the form of a new rapid link into the City Centre. Furthermore there could be scope to ‘open up’ the corridor up to a wider regional market establishing better public transport links to Hillsborough and Owerton Stadiums.

5.39 New stations will have positive implications for the accessibility and property market appeal of sites close to potential new rail stations. The location of new stations on this route will be important. The Plan 4 Travel identified potential stations at Parkwood Springs, Owerton and Wadsley Bridge. In our view these stations would be very close together and if regional rail services were ever reinstated on this line, we would only expect one of these stations to be viable. Stations in such close proximity would only be practical for local services, potentially operating alongside a wider regional service. Based on this, it is our view is that a station located in Wadsley Bridge close to Hillsborough College and both Hillsborough and Owerton Stadiums would be a sensible first (or only) new rail station in the Upper Don Valley.

5.40 Detailed feasibility work is underway to assess the prospects for commercial passenger services on the line, focusing on the economic viability of such services. This will need to focus on technical issues of structural condition of the line, including the bridges and the route into the city centre and existing main line station, which is known to be problematic. The Strategy cannot rely on achieving this, but it would be prudent to protect the line and potential locations of stations.

**Parkwood Springs**

5.41 Strategic access to Parkwood Springs and Sheffield Ski Village from the road network will be enhanced with the completion of Sheffield’s Inner Relief Road. This new infrastructure will provide more direct and convenient links to the motorway network via the A57/A630 Sheffield Parkway, and provide improved cross city access by car. However, even with this new infrastructure access into Parkwood Springs is constrained by the railway bridge at Bardwell Road / Douglas Road. A new direct access is preferred via Oakham Drive connecting to Douglas Road. This new road link would require third party land, but would significantly improve connectivity to Parkwood Springs and Sheffield Ski Village. Improvements to the junction at Rutland Road / Oakham Drive will also be required.
5.42 Sheffield Supertram also provides opportunities to access Parkwood Springs, if cross valley linkages are enhanced to provide better pedestrian linkages. More 'joined up' public transport provision linking Supertram with Parkwood Springs may be an option in the longer term.

Specific Development Related Transportation Projects

5.43 In addition to the Strategic Transport Proposals there are a number of transport initiatives and schemes which are required to support regeneration across the valley and which focus on more local, site and area specific challenges. These challenges will be vital for encouraging inward investment and development in the Upper Don Valley. Whilst there are likely to be many and various local schemes, required across the valley, the major site and area based transport projects are described in the following paragraphs.

5.44 All of these proposals are considered in greater detail later in the Strategy as part of the regeneration agenda for several areas of change within the Upper Don Valley. The main transport, access and connectivity proposals are illustrated on Plan 6.

Improvements to Infrastructure and Streetscape in Neepsend

5.45 The environment and streetscape of this area needs to change dramatically to create a place where people feel more comfortable. Rationalisation of traffic and access in the Neepsend area, improvement to signage/way-finding and re-alignment of junctions and carriageways will be essential as part of a new future. The completion of the Inner Relief Road will provide opportunities to reduce through traffic movements in this area. Major improvements to public realm are proposed at the riverside to create a more attractive and pedestrian friendly environment including new riverside walks and open spaces. The aim of all this work is to create a place where people would choose to work and where businesses can choose to locate.

Improved access to Parkwood Springs and Sheffield Ski Village

5.46 Improving access to Parkwood Springs and the Ski Village, as noted in the strategic transport section will help to strengthen these two destinations and improve their profile. Given the significant amount of publicly owned land at this location, it would seem sensible that SCC seek improved access to the land it owns in this location, to enhance its desirability in terms of development and regeneration. The prospect for a redeveloped ski village will be significantly enhanced with the anticipated improvements to access at Oakham Drive. Hence the new Oakham Drive link is a strategic project with clear local development benefits.
Improved access and circulation at Hillfoot Riverside

5.47 Improved access to sites within and across Hillfoot Riverside will be required to release development potential and make more effective use of land assets. This should include new and improved pedestrian, cycle and road links and might also include new bridge links to open up sites, building on the existing street network. Existing internal estate roads and Club Mill Road will need to be considered as part of a comprehensive approach. However, this is a complex area with numerous constraints and ownerships which will make any new infrastructure provision challenging. Working closely with existing land owners will be important.

Improved access to sites in the Owlerton/ Wadesley Bridge area

5.48 The Penistone Road Triangle site opposite Hillsborough Football Stadium is one of the larger and more prominent sites within the Upper Don Valley. Whilst it is unclear why this site has remained undeveloped, one factor may be poor access, proposals should be part of a package of measures to unlock this site for regeneration and to attract new uses onto it. It is sensible to consider access improvements in this area alongside strategic improvements to the Leppings Lane / Penistone Road junction. The main works in this area will be an upgrade to the junction of Herries Road South and Penistone Road, which is proposed in Plan 4 Travel.

Improved access to sites in Claywheels Lane

5.49 Improved access to sites within Claywheels Lane (see Plan 6) will be provided through strategic transportation and traffic projects already considered, in terms of the new bridge, junction and streetscape. The local impact of these improvements will be that sites will be more prominent and as a result more likely to attract redevelopment. However, it should be noted that whilst transport improvements will improve conditions locally and traffic flows in and around north Sheffield, the relative location of Claywheels Lane away from the M1 motorway means that these sites may still be at a locational disadvantage.
### Projects Schedule: - Strategic Transport Projects

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Reference No.</th>
<th>Description</th>
<th>Rationale</th>
<th>Potential Outputs</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junction improvements at Leppings Lane / Penistone Road and Penistone Road / Claywheels Lane</td>
<td>STP - 1</td>
<td>The redesign of the junction at Leppings Lane and Penistone Road linked to major improvements in the junction between Claywheels Lane and Penistone Road. The former would improve the efficiency of the junction as part of an improved road and public transport corridor into the city, whilst the latter would significantly improve access to and from Claywheels Lane. (An indicative layout / design is proposed in the Plan 4 Travel)</td>
<td>Major highway improvements in this area to tackle congestion in the Hillsborough area and create a new gateway to the Upper Don Valley. This is a strategically important infrastructure project, which will benefit the immediate area as well as the wider Upper Don Valley. (This project is associated with the new bridge link proposed at Claywheels Lane and improvements to the highway along Claywheels Lane. Improvements to this junction are essential to enable the new bridge link to have maximum impact.)</td>
<td>New road junctions on Penistone Road and Penistone Road / Claywheels Lane.</td>
<td>High</td>
</tr>
<tr>
<td>Gateway treatment at Wadsley Bridge as part of infrastructure works</td>
<td>STP - 2</td>
<td>This would include an artwork / landmark feature, associated with the metalworking tradition of the Upper Don Valley and making reference to the rivers. It would need to be of a suitable scale and prominence.</td>
<td>This feature could be associated with the strategic junction improvements at Leppings Lane / Penistone Road.</td>
<td>New striking public art feature as arrival point in the Upper Don Valley</td>
<td>Medium</td>
</tr>
<tr>
<td>New road bridge connecting Claywheels Lane to Middlewood Road</td>
<td>STP - 3</td>
<td>A new bridge is proposed to create direct access to the north of Claywheels Lane from Middlewood Road. The construction of the new bridge will require a new junction onto Middlewood Road and to Claywheels Lane. The design of this bridge link could create a new landmark for the Upper Don Valley.</td>
<td>This new bridge link will significantly enhance the development prospects of this area, improving the prominence of sites along Claywheels Lane in particular. The new bridge will create a better gateway into the Upper Don and enable public transport links to penetrate this important employment area. The bridge will also enable congestion to be eased in the Hillsborough area with a proportion of traffic diverted through Claywheels Lane to access the city.</td>
<td>Major new landmark bridge (40 metre x 12 metre span) and new junction</td>
<td>High</td>
</tr>
<tr>
<td>Upgrade of Claywheels Lane (single carriageway).</td>
<td>STP - 4</td>
<td>Improvements to the street environment along Claywheels Lane, including refurbished carriageway and footways, upgraded lighting, and other street furniture and signage as required. The works to the street environment might also include a branding scheme for the employment area.</td>
<td>The quality of Claywheels Lane itself requires some improvement in terms of the streetscape and environment. With the new bridge link Claywheels Lane will be used by many more people. This route should look and feel like an important ‘entrance’ into the city. Lighting, materials, furnishings and signage offer potential for an improved image and environment. In addition to the landscape and public realm, improvement in the quality of development along this route is required, as is an improvement in boundary treatments. The green character and landscape quality of this area could also be harnessed to add to the quality of the environment.</td>
<td>1450m upgraded road / footway (single carriageway – no trees. Street trees would add significantly to the quality of the environment but would add to costs significantly)</td>
<td>High</td>
</tr>
<tr>
<td>Direct access from Oakham Drive to Parkwood Springs</td>
<td>STP - 5</td>
<td>This project will provide a direct new access point into Parkwood Springs overcoming existing access constraints from Bardwell Road. The project will include a link through third party land to connect Oakham Drive to Douglas Road and an upgraded junction at Oakham Drive / Rutland Road</td>
<td>The new road link will enhance the prospect of successful and sustainable development at Sheffield Ski Village and unlock recreational opportunities at Parkwood Springs more generally. Whilst not of relevance for the whole of the Upper Don, this new link is vital to the future of Parkwood Springs.</td>
<td>Improved junction at Oakham Drive and Rutland and link through to Douglas Road</td>
<td>High</td>
</tr>
<tr>
<td>A61(Penistone Road) - Bus Priority Project</td>
<td>STP - 6</td>
<td>This is a wide ranging project which will embrace many aspects of an improved public transport link into the city and through the heart of the Upper Don valley</td>
<td>More efficient and effective public transport provision along Penistone Road will be vital to encourage more sustainable travel and provide a long-term solution to congestion along this route</td>
<td>Unclear at this stage – But likely to include range of improved bus facilities</td>
<td>Medium</td>
</tr>
<tr>
<td>Upper Don Rail Feasibility Study</td>
<td>STP - 7</td>
<td>An initial study looking into the long term prospects of introducing a passenger rail link along the existing railway line in the Upper Don with new stations</td>
<td>Seeking innovative long term public transport solutions for the Upper Don Valley will be part of a comprehensive package of projects and this concept needs to be fully investigated</td>
<td>Feasibility study providing clear guidance on the rail line opportunity</td>
<td>Medium</td>
</tr>
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Proposals for the Environment, Public Realm & Image

A Step Change in Quality

5.50 The environment is one of the Upper Don Valley’s undiscovered resources. The rivers and riversides are key assets which can provide locational advantages for certain uses and which can add value both commercial and in terms of urban design to sites and development. However, environmental quality is not what the Upper Don Valley is known for today. Despite some good quality recent development and landmark development, much of the area remains characterised by low grade industrial development, and vacant and dilapidated sites.

5.51 Significant investment in the quality of the environment is needed to unlock the latent opportunities of the riversides, heritage townscapes and the main road frontages where these are apparent. This has implications for sites and development as well as for streetscape, open spaces and public realm. Securing a step change in quality across the Upper Don Valley is essential and early action is required to demonstrate a commitment to the area. After many years of underinvestment in the environment concerted effort is now needed to bring about telling change and sustain ongoing improvement.

The Importance of Changing the Image

5.52 Improving the environment is not an end in itself, but an essential starting point in a long term process of creating a new image and identity for the Upper Don Valley. Investment in the environment and creating a new image will help to attract investment to the area and in some cases will be fundamental. This process should start by tackling detractors to the image, those aspects of the Upper Don Valley which are blighting people’s perception of the place.

Rediscovering the riversides

5.53 The River Don and River Loxley are important assets which need to be enhanced. The quality of the rivers themselves and the water quality has shown remarkable improvement over recent years. The ‘riverscapes’ across the Upper Don Valley are both varied and striking. The relationship between the rivers and the public realm requires improvement. Access to and views over the rivers will improve their prominence and add quality to adjacent sites and areas. The link between environmental improvements to the rivers and improved accessibility along the riversides is important and the Don Valley Walking and Cycling Network can provide a home for many of the proposals suggested for the riversides in this section. Creating high quality and well connected riverside walkways and cycleways, to promote the enjoyment of the rivers as part of the pedestrian and cycle network will require a long term commitment.
5.54 The rivers can add profoundly to the quality and appeal of development, both residential development and higher quality business development and realising value from the riversides to attract appropriate development to the Upper Don Valley will be important. Increasing the prominence of the riverside and creating new views over the rivers from development is a priority, which in some cases will require selective demolition and the creation of new riverside open spaces.

**New Spaces Better Places**

5.55 Creation of strategically located green spaces will assist in linking the area together and add value to existing sites. In some cases this will involve creating open spaces from highway or underutilised public or private land, but in other cases this will involve acquisition of strategically important sites and buildings to replace with quality new open spaces. Such new spaces are only possible through a comprehensive masterplanning approach where several separate sites can be enriched by strategic intervention to deliver quality public realm and open space. There are several important locations where new public space projects are required as part of an improved network across the Upper Don Valley:

- **Neepsend Riverside Open Space** – at Neepsend Lane where underused vacant riverside land and wide vehicular carriageways could be redeveloped to create a new riverside public open space as a focal point for this area (see Plans 7/9). The design of this space should create a high quality urban square to act as a catalyst for regeneration in Neepsend.

- **Old Silver Mill Ruins Pocket Park** – this will be contingent on wider improvements to the Hillfoot area and Club Mill Road (see Plans 7/11). The park would create an attractive riverside space and contribute to the enjoyment of an improving employment area at Hillfoot Riverside. The Old Silver Mill ruins would be a feature of this space as an important heritage asset in the Upper Don Valley. This would be linked, via the new riverside walk, with other points of interest along the river.

- **Hillsborough Park Riverside** – on land north of Hillsborough Leisure Centre, connecting and extending Hillsborough Park across Penistone Road and linking the park to the River Don (see Plan 7/15). This new space can contribute to the setting and quality of the main road corridor and enhance the park and the Leisure Centre.
• **Niagara Weir Pocket Park** – Land close to Niagara Forge, adjacent to the River Don and Niagara Weir and alongside Claywheels Lane is identified for the creation of a pocket park which can provide a riverside amenity space within the Claywheels Lane employment area. This should make the most of the weir and the riverside to create a pleasant green space.

5.56 In addition, there is the opportunity to create a number of smaller scale incidental spaces and places close to striking features along the Rivers Don and Loxley, where the aim is not necessarily to provide new open space, but to focus attention on the river taking advantage of weirs and other interesting natural or built features. As part of the wider pedestrian and cycle network, these incidental spaces could provide simple features such as places to site and take in the view.

5.57 Several existing open spaces should be retained and improved including Jubilee and Niagara Sports Grounds. Hillsborough Park which is a main open space within the Upper Don Valley and along the Penistone Road corridor is benefiting from ongoing improvement works.

5.58 These proposals are illustrated on Plan 7.

**Improving the Penistone Road Corridor & Gateway**

5.59 The character and quality of Penistone Road and its public realm and landscape, will need to be improved as an important transit corridor into the city centre. This is a key corridor which runs through the heart of the Upper Don Valley. Parts of the corridor have been upgraded over recent years through various highway improvement schemes. Ongoing improvements are now needed, particularly in Owrleton/ Wadsley Bridge, Hillfoot and Neepsend. This should include attention to lighting, surfaces, furnishings and landscape. A boulevard treatment to the road in Hillfoot (building on previous improvement works), close to Hillsborough Park and in Owrleton/ Wadsley Bridge should be considered to uplift environmental quality and create a sense of place. More detailed work will be required to consider this issue. One of the most striking improvements to the environment along Penistone Road would be the upgrade of boundaries and building frontages along this route. Boundaries, in particular, could be improved by a coordinated approach. There should be a long term commitment to improving frontages and boundaries along this corridor.

5.60 A new gateway is proposed to mark the arrival point to the Upper Don Valley (see Plan 7). Highway improvement works at Penistone Road and the Leppings Lane roundabout provide the impetus to consider this. A formal gateway feature is proposed to become an important
local landmark and a visual signpost for the area. Any such feature would need careful consideration with regard to its scale, location and cost, relative to other projects. However, the opportunity to signal a transformation in the fortunes of the area through a striking landmark feature can provide a powerful message to potential investors and local people. The brief for any such work would need to reflect the steelmaking traditions of the Upper Don Valley and could make reference to its rivers. As well as a formal gateway feature in this location, development and public realm should all combine to create a much stronger and more coherent place.

**Improvements to streetscape and public realm**

5.61 The quality of the street environment in many parts of the Upper Don Valley reflects its industrial roots, being designed on functional principles of traffic circulation and access and offering less as a place for people. As a general principle the quality of streetscape and public realm will require improvement across the Upper Don Valley. This is especially important in locations where the balance of function has shifted away from industrial uses, or where the Strategy promotes other uses becoming dominant. The design approach in these areas is to enhance streetscape as people places; putting the needs of pedestrians and cyclists first. There are three important areas where the design of the public realm needs urgent attention and these are:

- **Neepsend Lane / Douglas Road Area** – Where enhancing the street environment will be an important part of creating a more vibrant and successful mixed employment area where people feel safer and more comfortable (see Plans 7/9/21).

- **Livesey Street / Hillsborough College Approach** – Where the environment needs to be updated to take account of the large numbers of people attracted to the College and leisure uses. The objective to create a campus style environment will require specific attention to the public realm and the quality of Livesey Street in particular (see Plans 7/13/21). The quality of the evening environment here is important given the nature of leisure uses and there is scope for a creative approach. Pedestrian and cycle linkages to the area are proposed through the UDV walking and cycling network and a number of these are being implemented by the Hillsborough College development. The linkages back to Hillsborough need to be enhanced to ensure strong links to the centre and to Supertram.
- **Owlerton / Wadsley Bridge** – Is a key arrival point in the Upper Don Valley and Sheffield’s main urban area (see Plans 7/15/21). Transport and highway improvements have been proposed to upgrade the junctions at Leppings Lane / Penistone Road and Claywheels / Penistone Road. It will be important that these improvement works do not just focus on highway issues alone. The quality of the pedestrian and cycle environment and pedestrian and cycle movement need to be considered. Also, the scope to create new gateway features as part of the redesign should be considered. Some such measures may be relatively inexpensive, for example, the flagpoles outside Hillsborough stadium could be reused to display banners or original flags re-instated.

5.62 Public realm improvements should focus on street design in its broadest sense. In these areas, the quality of the local infrastructure is very poor and needs significant and urgent attention. In some locations roads may need to be reconstructed and there is certainly the need for re-kerbing, improved footways, lighting, signing and carriageway resurfacing. The quality of the public realm in these areas is also affected by private boundaries, which also need to be fully considered.

**Parkwood Springs**

5.63 The commitment to delivering the urban park and new recreational facilities as part of the Community’s Vision for Parkwood Springs is embedded in strategy objectives and the Regeneration Concept. Building upon this, proposals for open space include the long term ambition to connect Parkwood Springs with the River Don, extending beyond the railway line towards Old Park Weir, Wardsend Weir and Wardsend Cemetery. This should include improved pedestrian and cycle linkages albeit some of these will only be possible after the completion and remediation of the Parkwood Springs Landfill Site.

**Celebrate Townscape Heritage**

5.64 There are relatively few high quality historic buildings within the Upper Don Valley, although those few that there are should wherever possible be retained and re-used as to develop links with the history of the area and as a basis for more sustainable development (see Plan 7). Key buildings include:

- **The Art-Deco Hydra-Clarkson Building**, which is a striking tall block on the Penistone Road frontage.
- **The Samuel Osborn & Company Building** off Rutland Road and overlooking the River Don.

- **The Church of St. John the Baptist** is an important building close to Owlerton Stadium, the setting of which could be enhanced by adjacent development.

5.65 There are a number of other Art-Deco industrial and commercial buildings throughout the Upper Don Valley some of which are in active use, some of which are vacant and some of which could be re-used.

5.66 Other industrial buildings do on occasion, provide interesting built fabric, especially where plant and machinery are exposed and these are part of the identity of the Upper don Valley. The bridges over the rivers and the railway bridges over the roads are all distinctive features which could be celebrated through refurbishment and illumination at night. One further aspect of townscape heritage which should be considered through regeneration is the street pattern, particularly in Neepsend, which reflects the traditional grain of this part of Sheffield. This should in essence, be retained, through redevelopment to preserve the intimate scale of this part of the Upper Don Valley.

5.67 Proposals for the environment are illustrated on Plan 7.
Land Use Character Areas

5.68 The Strategy provides a clear vision for regeneration across the Upper Don Valley. This vision has been generated looking at the Upper Don Valley as a whole, but also identifies specific site and area challenges. The Baseline Report identified six functional character areas, and the strategy recognises that the regeneration challenges in each will be different but should be complementary. These areas are, from south to north:

- Neepsend Gateway
- Hillfoot Riverside
- Parkwood Springs (including the ski village)
- Leisure and Education Campus
- Owlerton/ Wadsley Bridge
- Claywheels Lane (including the former UCAR site)

5.69 The Strategy maps out the direction of change for each area:

- Neepsend Gateway – A mixed employment area providing a home to existing businesses and new land for employment development.
- Hillfoot Riverside – A new Technology Park, making greater benefit of the riversides and creating a high quality frontage to Penistone Road.
- Parkwood Springs – A radically improved Ski Village facility and major urban park.
- Leisure and Education Campus – A safe, attractive, welcoming and vibrant campus style destination.
- Owlerton/ Wadsley Bridge – An new gateway to the Upper Don Valley where commercial uses create quality development on prominent sites.
- Claywheels Lane – An employment-led regeneration area, benefiting from significant access improvements.

5.70 These Areas of Change are shown in Plan 8 and examined further in the following section.
6. Regeneration Focus in the Areas of Change

6.1 There are six Areas of Change in the Upper Don Valley. The Physical Regeneration Strategy focuses on five of them, which are listed below. These are at the heart of the valley, where greatest impact could be delivered through direct intervention. Parkwood Springs will undergo a masterplanning exercise independently of this Strategy.

- Neepsend Gateway
- Hillfoot Riverside
- Leisure and Education Campus
- Owlerton/ Wadsley Bridge
- Claywheels Lane

6.2 These areas form the spine of the Upper Don Valley and proposals here will radically transform the image and environment, providing a focus on key sites along the riversides and the Penistone Road, which offer high regeneration impact. For each of the priority focus areas a range of information is provided:

- The Vision for the Area
- Area Description and a ‘Do Nothing’ Scenario
- The Strategy Approach and Projects
- Aspirational Images
- Illustrative Masterplans (and Options where relevant)
- Project Schedules (Transport / Environment / Development)
- Design Guidance

6.3 As mentioned above, Parkwood Springs is considered in this section, though not in as much detail as the other focus areas. This is not however to say that Parkwood Springs is not important because it is a significant asset to the regeneration of the Upper Don Valley. It is now subject to more detailed masterplanning, outside of this report and Strategy. This further masterplan will include the whole of the Parkwood Springs and will seek to deliver the expectations of the raised in the Parkwood Springs Community Vision and the wider regeneration objectives within this strategy.
6.4 In addition, the Ski Village, which was granted planning permission in February 2006, is expected to be a catalyst for regeneration. The Strategy supports this project in principle, provided a viable business case and a sustainable future can be assured. The information provided in relation to the ski village includes:

- The approach to regeneration in this area
- The leading projects and an indication of development outputs

Neepsend Gateway

The Vision for Neepsend Gateway

6.5 Neepsend will be an attractive, safe and comfortable place to run a business and to work. It will provide a good quality environment for local people and for employees of existing and new businesses. It will be a thriving edge of city centre business location, providing a home to many and varied employment businesses, including small scaled support businesses for the city and for the upper Don. Regeneration will re-use the many vacant and underused sites in North Neepsend and as a result, there will be many more people working in North Neepsend. Existing businesses will continue to contribute to the success of the area and benefit from an improved environment and setting. New business will be attracted to the area for its location on the edge of the city and the range of employment sites, land and buildings. This new future will support a varied and striking gateway to the city, where the economic function of a ‘hard working’ part of the city will be protected in the face of possible gentrification and land use change.

The River Don at Rutland Street Bridge

The Former Cannon Brewery
Area Description

6.6 The area referred to as the Neepsend Gateway is located on the edge of the City Centre between the River Don, south of Hillfoot Bridge, and extending towards the Rutland Road. It will be transformed from an area wholly dominated by industry, but will still provide space for employment uses and will retain links with its heritage through reuse of existing buildings and quality design. The River Don is a dominant feature in this area, particularly from the Hillfoot and Rutland Street bridges. The riverside assumes an urban character as it approaches the City Centre. Townscape develops a more positive relationship to the river in this area, albeit sites and buildings still hide the riverside for large lengths in this area. Townscape is much more dense and streets become more defined progressing to the south of the area.

6.7 The area is primarily industrial in nature and characterised by a number of older and, in some cases, obsolete industrial uses, and derelict and contaminated sites. The former gas works site is a large contaminated sites and the remaining gas holder is still highly visible and unsightly. Distinctive aspects include the striking slender Art Deco Hydra-Clarkson building and the decorative Samuel Osborn & Co Building. The businesses located within these important buildings are very important to the economy of the area and the PRS looks to support these businesses.

6.8 Further to the south, the core of Neepsend and the adjacent Kelham area is even richer in architectural, cultural and industrial heritage and mixed use regeneration is underway in these areas.

The ‘Do Nothing’ Option

6.9 This area is a natural growth corridor for the residential led, mixed use regeneration is already underway in Kelham and southern Neepsend. At present, planning policy will limit similar regeneration in this area, although there is a significant threat that the ‘hope value’ of future residential uses in this area could fuel land speculation and the blighting of sites. This may undermine the economic position of the area and limit new businesses looking to locate there. Confirmation that North Neepsend will remain an employment area, through the PRS and the LDF will help to provide certainty and clarity over the areas future.

6.10 As an employment area, there will be many businesses which can continue to contribute to the success of the area and which no longer need to be relocated. However, as an employment location the problems which have contributed to the decline of the area over many years will remain key problems. Without planned strategic intervention the potential of this important employment area will be uncertain and the true potential of the area will remain unlocked. Without high value end uses it is likely that the costs of development and bringing sites forward will prove prohibitive and development interest is likely to be limited.
The Strategy Approach

6.11 The Strategy approach for Neepsend Gateway comprises the following projects:

- Support existing businesses in terms of their estates, environment and operation.
- Encourage a range of new employment development and in the area to complement existing businesses.
- Supporting the remediation and regeneration of vacant and underused sites and the recycling of potential development land.
- Improve infrastructure, public realm and the street environment to enhance the image and identity of the area.
- The creation of a new riverside open space as a focal point for the area.
- The creation of new riverside walking and cycling routes and seating areas.
- Improving the ‘look’ of the gas holder and investigating options to remove it all together.

6.12 North Neepsend is home to some important businesses which are committed to their sites and the improvement of their locality. Consultation made clear that the future for this area should be one where existing businesses are supported and that within this context complementary new development should be sought to regenerate the several vacant and underused sites within this area. The PRS provides the confidence for these existing businesses to improve their operations within their existing sites and provides stability for the future. The Strategy supports a variety of new businesses, which can make benefit of an edge of centre location. This might include some office space but is more likely to comprise workshops and flexible workspaces at arrange of scales and sizes.

6.13 Nevertheless, it is clear that North Neepsend needs to improve and that focused attention needs to bring forward investment and decent quality development in this area to overcome significant dereliction and underused land. These vacant sites offer a major opportunity to attract new employment development to the area which is close to the city centre and surrounding communities. The challenge will be to bring sites forward for development where costs for development are high due to contamination issues such as at the Transco site and where there has traditionally been limited demand to re-use buildings such as the former brewery.
## Main Projects Schedule: Neepsend Gateway (see plan 9 and 10)

<table>
<thead>
<tr>
<th>Projects</th>
<th>Ref. No.</th>
<th>Description</th>
<th>Rationale</th>
<th>Potential Outputs</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streetscape improvement scheme to Core Streets</td>
<td>NG L/I - 1</td>
<td>Core streets include: Neepsend Lane, Boyland Street and Bardwell Road (south) which are the most prominent streets in this area. Works will include the realignment and reconstruction of the existing carriageway and footway, improvements to junctions, improved signage and lighting as well as new street furnishings. Removing and redirecting heavy goods vehicles away from Nielson lane will be important to create a much calmer, safer and more attractive environment. The quality of these streets and this project will be important to create a much improved environment which can attract new uses.</td>
<td>The vision for Neepsend is transformational change, where the existing industrial character is transformed by an improved environment, new uses and high quality development. At present the area suffers from a poor image and this issue needs to be addressed. Streets are not at present places for people and are not welcoming or attractive. This project will radically improve the street environment to create a place which is more people friendly and which can attract new uses to the area.</td>
<td>Neepsend Road: 570 metres of improved / refurbished road. Douglas Road: 285 metres of improved / refurbished road. Boyland Road: 150 metres of improved / refurbished road. Including new pedestrian friendly junctions and crossing points and new street lighting, signage and way finding.</td>
<td>High</td>
</tr>
<tr>
<td>Streetscape improvements to secondary streets</td>
<td>NG L/I - 2</td>
<td>Secondary streets include Parkwood Road, Hoyland Road and Bardwell Road (North). These streets are less prominent and could be redeveloped after core streets. Works to these streets need to build upon the improved environment in core streets. The specification may be reduced in secondary streets in relation to core streets.</td>
<td>This project is required to overcome the prevailing industrial character and create a more pleasant environment.</td>
<td>945 metres of improved / refurbished road and public realm, including modest improvements to lighting and junctions.</td>
<td>Medium / Low</td>
</tr>
<tr>
<td>Neepsend Square / Open Space</td>
<td>NG L/I - 3</td>
<td>The demolition of the small scale industrial building to the northern tip of site 28 between the River Don and Neepsend Lane to create a new riverside open space. The traditional brick built buildings which include the Gardeners rest PH will be retained.</td>
<td>This open space will act as a focal point for the area. It will reinforce the river as an important landscape element and create new views and access to the river. This will add value to adjacent sites such as the former Brewery as well as providing valuable public open space in an area where there is limited open space at present.</td>
<td>Large new hard landscaped riverside public open space including tree planting, lighting and seating. The space would measure approximately 250m².</td>
<td>High</td>
</tr>
<tr>
<td>Other Open Spaces within Neepsend</td>
<td>NG L/I - 4</td>
<td>Two additional new open spaces are proposed for this area. The first is a hard landscape new square, to the south of the river. This could be created by the redevelopment of existing employment sites and be associated with new development in this area. The second is a small landscaped seating area close to packhorse weir, which again would be delivered as part of the comprehensive redevelopment of existing sites in this area. These other open spaces can add significantly to the enjoyment and character of this area. They are not catalysts to regeneration, but will be part of the comprehensive redevelopment of sites. It will be important to establish that new open spaces will be important when sites are redeveloped.</td>
<td>These other open spaces can add significantly to the enjoyment and character of this area. They are not catalysts to regeneration, but will be part of the comprehensive redevelopment of sites. It will be important to establish that new open spaces will be important when sites are redeveloped.</td>
<td>The scale of the formal square is yet to be determined, but it is suggested that this could include up to 1,000m² of high quality open space. The quality rather than quantity will be the key. The landscape seating area will provide a green space for resting and picnicking by the river.</td>
<td>Low</td>
</tr>
<tr>
<td>Riverside Walking / cycling routes</td>
<td>NG L/I - 5</td>
<td>To implement the strategic walking and cycling project a new pedestrian walkway is proposed alongside the River Don in this area. The it is envisaged that this route will be formed south of the river and link from Penistone Road (behind Hydra-Clarkson) linking to Rutland Street Bridge by the Samuel Osborne Building. It should be noted that this route is different to that envisaged by Arup in their feasibility study. There is scope for a secondary walkway to the south of the river linking Rutland Road with Penistone Road. This will be in addition to the primary route and should be delivered as part of the redevelopment of adjacent riverside sites. These routes should be hard landscaped and well lit and close to weirs and points of interest along the river. Transforming the image will require a focus on the areas key asset, its riverside. The primary pedestrian and cycle route is a priority for the area opening up views to and access along the river as part of the wider routes network. This will add value to development sites. Delivering a pedestrian and cycle link to the south of the river will further open up access, views and enjoyment of the river associated to nearby development sites (site 27).</td>
<td>The primary walking / cycling route to the north / east bank of the river could provide 375 metres of high quality new route. A potential secondary riverside walk of approximately 130 metres alongside existing building on site 28c, to provide access along river and to beer garden of Gardeners Rest public house.</td>
<td>Medium</td>
<td></td>
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</tbody>
</table>
### Projects

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<tr>
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<tr>
<td>Refurbishment of gas holder</td>
<td>NG L1 - 6</td>
<td>Environmental improvements to gas holder to reduce the visual impact of this prominent structure to overcome the prevailing industrial character of the area. In the long term the removal of the gas holder should be sought and the redevelopment of the site pursued.</td>
<td>The gas holder is unattractive and not conducive to achieving the vision for the area. It is unlikely that this will be removed in the short term and hence affordable options to improve its visual appearance should be investigated. This concept needs further investigation.</td>
<td>If the image and impact of the gas holder can be reduced then this would help address one of the major visual scars on the townscape of this area.</td>
<td>Medium</td>
</tr>
<tr>
<td>Boundary Improvements to sites</td>
<td>NG L1 - 7</td>
<td>This is a theme for the whole area. The aim is to ‘tidy up’ and improve site boundaries to create a more attractive streetscape and signal a change in the area from the prevailing industrial character to a place which is more comfortable and people friendly. Industrial edges and tall boundary walls could be replaced with more attractive frontage treatments which could include planting. When sites are identified for redevelopment and are under remodelling, attention to the boundary and early upgrade where possible or attractive site hoardings can help to improve the image and identity.</td>
<td>Improving boundaries, particularly along Neepsend will be important towards transforming the image of the area. At present the industrial character is reinforced by the appearance of sites. Creating brighter and more attractive boundaries – be they temporary hoardings or new formal boundaries related to development – these can all help to improve the look of the place and the quality of the street environment. Where existing uses are likely to continue their operation, it may be appropriate to promote modest improvements and cleaning of businesses/sites existing boundaries to the public realm.</td>
<td>This requires a long term commitment and will require consideration as development sites come forwards. It is difficult to quantify an output from this project, but tackling the visual blight of unattractive edges to sites is an important part of transforming the image.</td>
<td>Medium / Low</td>
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</tbody>
</table>

### Site / Development Projects

**Site 27(a) – Hy德拉-Clarkson Building**
- Refurbishment of landmark frontage building for use as managed workspace.
- This would make more economic and active use of an important local landmark and a building which is understood to be underused. This will need to be confirmed.
- 0.1 Hectare site with building occupying most of this footprint and rising to 4 storeys. Potential to refurbish and re-use, but more detailed study needed to establish potential outputs.
- Medium

**Site 27 (b) – Rutland / River Don Corner Site**
- Redevelopment of existing vacant site/unit on the corner of Rutland Road and Penistone Road. The existing employment space has been on the market for some time. This site could be promoted as a roadside commercial opportunity or for a different employment offer such as small scale offices.
- This is a prominent gateway site which could be redeveloped for higher value commercial uses. This would diversify the range of uses and complement the nearby large retail warehouse. The redeveloped site could provide a more active frontage to Rutland Road and Penistone Road.
- 0.57 Hectare site with scope to replace existing large employment sheds with new commercial buildings. Given existing built format and priority outputs have not been calculated at this stage.
- Medium

**Site 28(b) – Cannon Brewery**
- This is an important site which has been vacant for a long time. In its present condition, it is a visible signpost of the areas decline. The site is proposed for new employment ‘office style’ format workspace which recognises the urban setting of the site and the constrained nature of the site. The format of the site could lend itself to own front door style offices with associated parking or more intense employment / office development. Options for redevelopment could include refurbishment of the existing buildings, redevelopment of the site or a mix of the two. Further understanding of the scope for existing buildings to meet the needs of new employment and office buildings is now needed.
- This is a highly visible landmark site, terminating a key vista along Neepsend Lane and Rutland Road. Regeneration of this site will help to transform the image and identity of this area and encourage further investment in the area. Redevelopment could help diversify and strengthen the economy of this part of the Upper Don creating new employment opportunities and breathing new life into the area. The site has remained undeveloped for some time and encouraging new investment will be vital. The PRS provides a clear future although support from the public sector may be needed.
- 0.78 Hectare site with new employment uses providing 3,510m2 of new open space.
- High

**Site 28 (c) – River Don Frontage Site**
- This is an unusual and special site located alongside Neepsend Lane and the River Don. The historic buildings on this site add to the character of the area and should be retained. The Gardeners Rest Public House is a ‘gem’ within Neepsend and should be supported as the centre piece for a new mixed use scheme. There is an existing employment shed to the northern tip of the site which could be redeveloped as part of a comprehensive scheme. This site would lend itself to small scale office development such as managed workspace, retaining much of the traditional brick built buildings.
- This is a small scale project which could make a real difference in Neepsend. Whereas other sites include major swaths of open land, this site is constrained and would include the refurbishment and conversion of existing historic buildings. Undertaken successfully this development could provide new employment space. An emphasis on design and quality and maximising the river setting could create desirable space for artists, designers and other creative businesses.
- 0.24 Hectare site for new office development totalling approximately 7,020m2.
- High
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<td>Site 29 – National Grid (formerly Secondsite)</td>
<td>Site 29</td>
<td>Redeveloped for business / employment uses following remediation. Ground gas pipes could be buried, to reduce the industrial feel but this is not seen as essential. Improvement to boundary with Neepsend Lane required. A mix of new employment development is possible on this very large opportunity site. This site is likely to be heavily contaminated and remediation is required by the owners, although grant assistance through the public sector may be required given that the end users are unlikely to be high value.</td>
<td>A mixed employment development would support the industrial character which needs to be transformed to create a more people friendly image.</td>
<td>6.30 Hectare site providing scope for in the order of 21,740m² of mixed employment space</td>
<td>High</td>
</tr>
</tbody>
</table>
Urban Design Guidance for Neepsend

6.14 In this area development should address the following local issues in addition to the principles of good urban design set out in the Sheffield Urban Design Compendium.

- Respect the traditional street grain, following established street patterns.
- Ensure the character is urban with well enclosed streets and spaces and strong building frontages.
- Ensure the scale of development is urban and not suburban. Tall buildings - perhaps as tall as Hydra-Clarkson should be acceptable, whereas 2 story domestic properties should be discouraged.
- Open up views to and along the riverside, creating new views and glimpses from Neepsend Lane.
- Materials and details should emphasis the traditions of the area
- Create strong and attractive frontages to Penistone Road, Rutland Road and the River Don, using quality design to create a new sense of place.
- Respect and re-use townscape heritage, specifically, Hydra-Clarkson and the Osborne and Company building.
- Ensure boundaries to the public realm and the riverside are improved.
- Ensure that the riverside walks are well overlooked and well lit at night.

6.15 Following these simple pointers will ensure that development gets some very basic design requirements right. More detailed guidance on delivering change in this area - the ‘how’ which complements the ‘what’ is provided in the next section of this report.
Hillfoot Riverside

Vision for Hillfoot Riverside

6.16 Hillfoot will become a more distinct and identifiable employment area based on a combination of its striking riverside setting, higher visibility from Penistone Road, decent quality development and better links and connections to the road and transport network. There will be an increased number of people working in this area and the skill base and diversity of employment opportunities will be similarly increased. The emphasis of new development will be around materials technologies and advanced manufacturing. The branding and investment in improved infrastructure at the Technology Park will mark it out as a special location in the Upper Don Valley, not only as a place for business, but also as a healthy place to work. The improved riversides will provide places for employees to eat their lunch outside on a sunny day. The parkland character will provide a visual link with Parkwood hillside, links to which will be possible for those wanting a lunchtime stroll or run. The Penistone Road frontage in particular will provide a visual signpost for the areas transformation. This will be made possible by a comprehensive approach to land, sites and infrastructure, working with owners and occupiers to deliver new development opportunities.

Area Description

6.17 The area defined as Hillfoot Riverside includes the land between the Leisure and Education Campus in the north and Neepsend in the south. It includes flat land in the valley bottom between Parkwood Springs to the east and Penistone Road to the west. The area benefits from the Rivers Loxley and Don, but both lack prominence and are for the most part hidden. Perhaps the most significant feature of these rivers is that they remain sinuous and follow more or less their original alignment. The prevailing character is industrial, but there is nevertheless a significant amount of green space and trees along both the Loxley and the Don.
6.18 Special features such as the Loxley/Livesey Street Weir, the remnants of the Industrial Hamlet on the river at Club Mill Road and the confluence of the two rivers require further consideration. Frontage sites to Penistone Road are, for the most part, underused. The area is characterised by a range of building types and scales, including many functional employment developments. Townscape assets are limited, although the Swann Norton development shows that new employment buildings can contribute positively to the quality and character of the area. There are a number of open and underused sites which could contribute to regeneration. Public places and spaces are limited and amenity value from the rivers is limited. The need for a comprehensive approach is clear by the nature of site boundaries and existing ownerships. Sheffield City Council owns a small site within this area but this too lacks prominence and is of a small scale.

6.19 The principal businesses in this area are Doncasters and Independent Forgings and Alloys (IFA) and these businesses form the heart of the hillfoot area and the concept for a new Technology Park. The wider aim for a materials technologies mini-cluster includes businesses like Doncasters and IFA as well as nearby businesses such as Swann Norton and Symmetry Medical as well as many more supply chain businesses.

**The ‘Do Nothing’ Option**

6.20 Without strategic intervention the area is likely to be developed in a piecemeal manner, with development coming as and when sites become available. The prevailing industrial character, the mix of small sites and poor access and infrastructure will inhibit higher quality uses from moving into the area. Vacant and underused land is likely to remain a problem. Prominent sites will continue to be underutilised and the potential of the riverside wasted. Confidence in the area will remain weak and the physical quality of the corridor will remain poor. These physical and economic barriers are likely to prove too difficult to overcome without strategic intervention to provide the catalyst for redevelopment.

**Strategy Approach**

6.21 The Strategy approach for Hillfoot Riverside comprises the following projects:

- Upgrade of existing roads and access points to the sites
- Modest new roads to formalise an improved estate road circuit
- New bridge to enhance cross valley connectivity
- Riverside walks / routes
- New Pocket park at Silver Mill Ruins
• Landscape Improvements along Penistone Road

• Redevelopment of underused sites and land generated by consolidation of existing development

• Business Park Branding / Identity

6.22 Key landowners including Doncasters and Independent Forgings and Alloys will be critical to delivering a practical regeneration solution. These and other businesses are committed to the future of this area and will need to be fully involved in the development proposals for the area. In particular, Doncasters will be key stakeholders insofar as their consolidation on site will help to free up sites for new infrastructure and new development. It is important that local businesses large and small in this area are supported to improve their performance and strengthen the economy of the valley and the Hillfoot area. Proposals aim to create new and improved sites and deliver higher quality development on prominent sites. Reconfiguration of sites and the relocation of some businesses may be necessary to deliver the vision for this area. However, this will need to be a consensual process where businesses are addressed individually and where necessary relocated within the locality. The overriding concern is to work positively and constructively with businesses.

6.23 More detailed work will be required to establish the scope for change in this area and this will need to involve consultation with existing land owners. The PRS takes a long term and comprehensive view, hence favours the major intervention approach and this view forms the basis of the proposals for this area overleaf.
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<tr>
<td>Landscape / Infrastructure Projects</td>
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</tr>
<tr>
<td>Upgrade of existing roads and access points to the area</td>
<td>HR L/I - 1</td>
<td>Improvements to existing access points and roads into the site to ensure these are all to a high standard and fit for purpose and reflect the requirements of a Technology Park rather than merely site access. Improved and formalised access into site 23 is important. This will include a new junction on Penistone Road located at the existing northern junction of the Old Penistone Road Spur. Improved street environments along Old Penistone Road and Club Mill Road are also important and these street are key parts of the Technology Park.</td>
<td>Utilising the existing roads in the redevelopment will provide a practical starting point for redevelopment, reflecting existing ownerships and offering cost savings. Old Peristence Road is important to provide local access to sites and requires relatively modest improvement. Club Mill Road is in much poorer condition and will require significant improvement.</td>
<td>1,100 metres of upgraded roads. Improved access to site 23 from Penistone Road / New junction. Improvements to existing road bridge giving access to site 23.</td>
<td>High</td>
</tr>
<tr>
<td>New estate road though part of site 23 including a new road bridge to link to Club Mill Road</td>
<td>HR L/I - 2</td>
<td>This new road link will join up Club Mill Road and Livesey Street through site 23a. This is a local estate road for access to sites and not a strategic part of the highway network or a replacement to the A61 Penistone Road. This new local access estate road will require significant third party land particularly Independent Forgings and Alloys and Doncasters. The operation and layout of these businesses may need to be considered to deliver this link, but it is not envisaged that any buildings would need to be demolished. A new road bridge links the new estate road with Club Mill Road.</td>
<td>Comprehensive improvement of infrastructure as proposed through the new road links will enable more and better uses to locate in this area, lifting values and development potential / capacity in areas which are presently land locked or remote. Land assembly may be required to deliver these comprehensive proposals and working closely with landowners will be important. Delivering the link from Livesey Street to Club Mill Road will improve the prospect of redevelopment at Club Mill Road. Without major improvements in access this area will continue to be underutilised. The new bridge link across the River Don will also enhance the strategic cross valley pedestrian linkages.</td>
<td>480 metres of new estate road with new footways and lighting along new primary estate road. 1 New road bridge of approximately 20 metre span connecting across the River Don.</td>
<td>High</td>
</tr>
<tr>
<td>Riverside walks / cycleways</td>
<td>HR L/I - 3</td>
<td>This project includes a limited riverside walk along the River Loxley as part of the permeable network of pedestrian routes across this site.</td>
<td>This route is required to properly integrate sites to the east of the River Don with the heart of the scheme.</td>
<td>1,600 metres of new pedestrian walkway along the River Don. 110 metres of new pedestrian walkways /cycleway along the River Loxley.</td>
<td>Medium</td>
</tr>
<tr>
<td>New Pocket park at Silver Mill Ruins</td>
<td>HR L/I - 4</td>
<td>A new green space at the riverside off Club Mill Road conserving the historic Old Silver Mill Ruins as an important feature.</td>
<td>This will form part of the amenity offer of the business park, providing a place to sit outside. The space will also dovetail with the strategic walking and cycling network.</td>
<td>A new high quality green space of approximately 1,200m² providing seating and picnicking facilities for workers.</td>
<td>Low</td>
</tr>
<tr>
<td>Business Park Branding / Identity</td>
<td>HR L/I - 5</td>
<td>Effective signage and branding of the Hillfoot Riverside area to establish the identity of this area within the City and within the Upper Don Valley. Signage should be striking and high quality, taking the form of gateway features rather than the ubiquitous business park name panels seen in so many low grade business parks. The use of steel as a source of inspiration for such features will help to reinforce the identity and purpose of this of the area.</td>
<td>It is important that sites are not developed in an ad-hoc fashion and that the vision for a strong, modern, high quality employment area, with a focus on advanced manufacturing is communicated through the development and brand identity of this new place. Developing the brand identity of this area will help create a new place within the heart of the Upper Don Valley and ‘pull together’ many separate sites into a new place.</td>
<td>Gateway signage features along Penistone Road (north / south) and at the main junction from Penistone Road (the existing Doncasters site access) and at Club Mill Road and Livesey Street. Street signage and other way-finding measures will need to be considered.</td>
<td>Medium / Low</td>
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</table>
### Site / Development Projects

**Site 23(b) Sheffield City Council (adjacent to Firth Rixon)**

- **Ref. No.**: Site 23(b)
- **Description**: This site is proposed for employment development. A significant proportion of the site is in public ownership and therefore potentially an early development opportunity, if access issues can be resolved. There may be options to work with existing businesses in this area to strengthen existing employment uses and attract new uses.
- **Rationale**: Sheffield City Council’s ownership of part of this site assists with the comprehensive approach and could provide an early redevelopment site. This might include the extension, refurbishment or redevelopment of existing employment premises in line with the vision for this area. However, the main site which is in use for storage and salvage provides an important opportunity for higher quality employment use.
- **Potential Outputs**: 1.52 Hectare site providing 6,840m² of potential new employment space
- **Priority**: High

**Site 23(a) Doncasters (and Independent Forgings and Alloys)**

- **Ref. No.**: Site 23(a)
- **Description**: Doncasters and Independent Forgings and Alloys are key businesses within the proposed Technology Park at the heart of Hillfoot Riverside. The proposal sees the consolidation of existing operations on site to generate new development opportunities where these are possible. Further work will be needed to identify the specific nature of the opportunities on this site. The open frontage sites at Doncasters appear to be the main opportunities for accommodating new development on this site.
- **Rationale**: The aim is to create new investment opportunities this area and strengthen the ‘mini-cluster’ of advanced manufacturing and technologies businesses and this proposal creates new space to accommodate these uses within the heart of Hillfoot on underutilised land. The existing businesses are key to the ‘Mini-Cluster’ concept retaining these and attracting complementary uses and activities is vital.
- **Potential Outputs**: 1.87 Hectare site providing in the order of 3,370m² of new Industrial space
- **Priority**: High

**Site 24(b) Hillfoot / Penistone Road**

- **Ref. No.**: Site 24(b)
- **Description**: Site 24b between Old Penistone Road and the river is identified for new employment and business development, in the longer term. Existing poor quality (and undereused) industrial buildings should be replaced by higher quality business space which reflects the aspiration for a high technology manufacturing cluster.
- **Rationale**: The ambition at this location is to create a modern and sustainable business and employment area. Some larger scale uses and buildings may wish to remain in part of this concept, whilst other may choose to consolidate on site. There is significant underused and vacant land and space in this area and so there is clearly an opportunity for new development.
- **Potential Outputs**: 2.94 Hectare site providing in the order of 6,580m² of new employment space
- **Priority**: Medium

**Site 24(c) Hillfoot / Penistone Road**

- **Ref. No.**: Site 24(c)
- **Description**: Site 24c, fronting Penistone Road offers scope for new commercial opportunities. Higher quality and higher value development could be attracted to this site to create an improved identity and profile for the area. Existing businesses could be relocated to the less prominent site 24b into new purpose built premises. This would need to be undertaken in consultation and agreement with existing occupiers and owners.
- **Rationale**: Securing higher value and more striking roadside commercial development is important to uplift the quality of Penistone Road. This could take the form of showrooms or office space perhaps associated with employment uses and businesses on less prominent sites. The scale and format of new development will need to be considered as it is apparent that the 1960’s office format development along Old Penistone Road suffers from poor demand. New development should recognise that this area.
- **Potential Outputs**: Potential for 0.85 Hectares of frontage commercial development.
- **Priority**: Medium

**Site 25 Club Mill Road**

- **Ref. No.**: Site 25
- **Description**: Redevelopment of existing industrial uses along Club Mill Road to create a modern employment area, which meets the functional needs of a range of businesses and also provides new space for new investment, made possible by the rationalising of sites and land. Some uses may be relocated and that some uses could be re-housed here.
- **Rationale**: Whilst Club Mill Road remains at the back of an industrial oasis de sac, its development potential will remain untapped. By upgrading the access and infrastructure the present low grade industrial sites at Club Mill Road would become more prominent and could contribute to the economy of the area.
- **Potential Outputs**: This area offers scope for intensification and remodelling. More detailed delivery work and site masterplanning need to confirm the development outputs possible on this site
- **Priority**: Medium
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| Site 32(a) Parkwood Road & Site 32(b) Clifton Works | Site 32(a) Site 32(b) | Employment development of two existing vacant and previously developed sites overlooking the River Don. These sites could provide a possible location for essential relocations in the wider Hillfoot area such as businesses relocated from Club Mill Road. | There is an opportunity to create new job opportunities and strengthen function and economy of the area through regeneration of these two important sites. | Site 32(a) includes some 1.84 Hectares of land with scope for some 5,520m² of new industrial development  
Site 32(b) includes some 0.82 Hectares and offers scope for a range of employment development providing in the order of 3,690m² of new floorspace | High     |
Urban Design Guidance for Hillfoot Riverside

6.24 In this area development should address the following local issues in addition to the principles of good urban design set out in the Sheffield Urban Design Compendium.

- Consolidate existing uses over time, to free up sites for redevelopment. This will require long term commitment and short term action.

- Work with key stakeholders such as ‘Doncasters’ and Sheffield Independent Forgings and Alloys, to establish the potential of the area to accommodate change in the short, medium and long term.

- The River Loxley and River Don should be improved through redevelopment and their green character retained, as green corridors through this area.

- Sites and development should avoid turning their backs onto the riverside and where possible overlooking should be created from buildings.

- A parkland character should be created by a comprehensive landscape treatment to the site and development plots. This should provide simple, robust and sustainable landscape.

- Improving access and circulation through and across the site is a key objective and creating through pedestrian movement on safe routes and estate roads should be promoted. Long culs de sacs should be avoided. Any new roads should not provide an alternative strategic route to Penistone Road and traffic measures and controls will need to ensure that this is the case.

- The quality of new development should create buildings which are fit for purpose, well designed and affordable.

- The layout of the site, the materials, colours and design language for buildings, the landscape and the branding of this area should all be approached in a comprehensive manner, and this could be achieved through a design guide for the area.
Leisure and Education Campus

The Vision for the Leisure & Education Campus

6.25 The Leisure and Education Campus will become a more distinctive and accessible place with the frontage car park site to Penistone Road transformed to provide new leisure uses and quality development. The River Loxley will be the centrepiece of regeneration with a new pub, restaurant and hotel overlooking a rejuvenated waterside. Redevelopment will capitalise on the investment made at Hillsborough College and strengthen the local leisure offer of this area as an integral part of Hillsborough centre, which will be better connected to these important assets. The quality of the environment will be much improved. Walking links to the college, in particular, will be better not least because car parking is managed more effectively and sites around the college have come forward for complementary redevelopment. With an improved setting and environment, the college itself will be more outward looking and more prominent.

Area Description

6.26 The leisure and education facilities within the central part of the Upper Don Valley provide a very different environment and offer to the surrounding area. These areas are, despite their uninspiring environment, principally people places. They attract people to specific destinations within the Upper Don Valley, through the day to the new College, and in the evening to the stadium and casino. Many of these people will arrive on foot and it is the quality of the environment and the pedestrian experience which is most in need of attention in this area. The notion of this area as a campus reflects the ambition to create a distinct, welcoming and attractive setting, but at present, conditions are such that the true potential of the area is lost. Streetscape and public realm infrastructure is poor. The Loxley riverside is completely
ignored and out of sight. Car parking dominates and the impression from Penistone Road is uninviting, particularly after dark. There is also apparent conflict between large industrial vehicles and pedestrians in terms of conditions along Livesey Street. As well as the leisure uses and the college, Cadbury Bassetts is located within and adjacent to this area (spanning the Campus and Wadsley Bridge area, and this business is a major employer within the Upper Don.

6.27 The frontage to Penistone Road in this area is particularly poor with surface car parking areas reaching out to meet the main road. The entrance to Owlerton Stadium is visible to the back of this car park, but pedestrian links to it and its prominence suffer by being at the back of a sea of car parking. This surface car park also represents a relatively low value and low quality use for the site, which should be reconsidered through regeneration, to ensure that essential car parking is provided but that this does not stand in the way of potential new development.

6.28 The condition and quality of public realm around Livesey Street is in need of significant improvement to create a more welcoming campus environment. Maximising the potential of the underused riverside, pedestrian access to the riverside and improved views of the River Loxley will also be important.

The ‘Do Nothing’ Option

6.29 Hillsborough College is a major boost for the area and marks a potential shift in the areas function and long term potential. The presence of students using the college will create a more vibrant area, make other uses nearby more viable, and open up previously low value uses. To this extent, the area has already received a catalyst. The extent to which future change builds upon this investment will determine future success.

6.30 Without strategic intervention it is uncertain whether or not the property market will deliver step change in the quality of the environment and nature of uses within this area. Without changes in planning policy and positive promotion, it is unlikely that the prevailing industrial character will be regenerated to create the attractive leisure and education campus envisaged. The riverside is likely to continue to be underutilised, since sites close to this are small and in numerous ownerships. The quality of public realm and infrastructure is likely to remain low and without strategic consideration of industrial traffic, Livesey Street will continue to be used as an industrial estate road. Without intervention and improvement, it is unlikely that new leisure development would be attracted to the area and the large open site within the campus - the surface car park - would remain in its present condition and represent a major missed opportunity.
6.31 The nearby Hillsborough Leisure Centre offers a further leisure and recreation resource which can complement the proposed campus area, providing a resource for healthy living and a further destination within the valley. Improved pedestrian linkages between the campus and the leisure centre will be important given that the leisure centre falls outside of the proposed campus area. The leisure centre does provide an important link within the Upper Don Valley between the proposed campus are and on to Hillsborough Park and Sheffield Wednesday’s stadium. Considering the linkages between all of the leisure, recreation and education resources in the Upper Don Valley will be important.

**Strategy Approach**

6.32 The Strategy approach for the Leisure and Education Campus comprises the following projects:

- Livesey Street environmental improvements
- New pedestrian links along the Loxley
- Greening and upgrading of new and retained car parks
- Redevelopment of prominent sites on the riverfront and to the stadium frontage to deliver the vision for this area
- Branding and improved signage for the existing and new leisure and education uses in this area to help create a stronger identity
- Measures to improve the existing car parking problems in this area including a new decked car park on site 20

6.33 Creating a defined brand and a stronger leisure destination will be important in this area. The existing uses and the new college create special destinations which need to be supported through new development and comprehensive environment improvements. Redevelopment must tackle the issue of parking in this area in a coordinated manner as at present parking arrangements hold back development by occupying valuable land and undermine the street environment.

6.34 The projects have been discussed in Section 5 of the report and are described on the following Main Projects Schedule with an indication of expected outputs and priorities.
# Main Project Schedule: Leisure / Education Campus (Plans 13 and 14)

<table>
<thead>
<tr>
<th>Projects</th>
<th>Ref. No.</th>
<th>Description</th>
<th>Rationale</th>
<th>Potential Outputs</th>
<th>Priority</th>
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<tbody>
<tr>
<td><strong>Landscape / Infrastructure Projects</strong></td>
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<tr>
<td>Livesey Street environmental improvements</td>
<td>LEC L/1 - 1</td>
<td>Realignment and renewal of carriageways and footways, measures to reduce on street parking and boulevard street tree planting.</td>
<td>There are now large numbers of people walking to and from Hillsborough College along Livesey Street. The environment in Livesey Street reflects the area’s industrial past and not its new role as a busy thoroughfare between the College and Hillsborough centre. It is essential to improve the environment to make this area fit for purpose and people friendly. This will have implications for sites and frontages as well as for the public realm.</td>
<td>480 metres of improved street environment including tree planting and improved pedestrian environment, including improved crossing provision.</td>
<td>High</td>
</tr>
<tr>
<td>New pedestrian links along the Loxley</td>
<td>LEC L/1 - 2</td>
<td>Limited pedestrian routes focused on development areas rather than continuous pedestrian routes. The link between Penistone Road and Livesey Street is vital. Part of this new route (approximately 100 metres) will need to be delivered alongside the redevelopment of site 19b (where the route passes behind site 19b).</td>
<td>At present the River Loxley is completely hidden in this location and plays no part in the image and identity of the area. Creating a new riverside walk will not only be a more direct route to Hillsborough College from Penistone Road, but will also open up the river as a new feature and landscape asset within the Leisure and Education Campus</td>
<td>230 metres of new riverside walk and cycleway along the River Loxley, permitting views to and across the river. (100 metres delivered through 19b)</td>
<td>Medium</td>
</tr>
<tr>
<td>Greening and upgrading retained car parks</td>
<td>LEC L/1 - 3</td>
<td>The area is dominated by hard standing and car parking areas at present and there is no landscape or greenery. Environmental improvements to the retained car park should be sought. This should take into consideration that part of the existing car park may well be developed.</td>
<td>The existing car park creates a very harsh environment which needs to be softened by planting. As well as an aesthetic value, new planting can provide ecological value.</td>
<td>Not quantifiable at this stage, more detailed work required to ascertain scale of car parks in the future.</td>
<td>Low</td>
</tr>
<tr>
<td>Branding / Improved signage for leisure / education uses</td>
<td>LEC L/1 - 4</td>
<td>Improved signage and branding is needed for uses and businesses at the Leisure and Education campus. The appearance of any such signage at night needs to be considered as this will be as important as the day time ‘look’ of the signage.</td>
<td>This project can support its identity and profile, particularly from Penistone Road.</td>
<td>New signage / branding feature on Penistone Road and improved way-finding within the campus area more generally.</td>
<td>Medium / Low</td>
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<tr>
<td><strong>Site / Development Projects (See Plan 5/14)</strong></td>
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<td>Site 19(a) Owlerton Frontage (north)</td>
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<td>This site is formed by the existing stadium car park, which is a major hard standing area between the existing stadium and Penistone Road. Proposals for this site include the redevelopment of part of this site for new leisure uses made possible by the relocation of existing car parking within the campus area (to part of site 21 and site 20). Specific uses have not been confirmed at this stage. The prominence of the frontage site offers scope for new economic uses which can support the vitality and success of the Leisure and Education Quarter. It is worth noting that not all the car parking is proposed to be relocated as the type of uses present in this area already and the new uses proposed will require some visible frontage car parking. The car parking issue needs proper consideration as the present situation is unacceptable.</td>
<td>The car park site is a major gap between the Owlerton Stadium and Hillsborough. It has a prominent frontage from Penistone Road and could provide a major site for new development in this area. New uses on this site could strengthen the role and offer of this area, providing new jobs and new leisure time opportunities and supporting the vitality of the campus area. Uses will need to be carefully considered with regards to Hillsborough Centre, but the scope to create a different leisure offer at the campus needs to be fully investigated.</td>
<td>The site is currently 1.46 Hectares in area, although with a proportion of parking retained, the net development area will be less than this. Based on initial analysis it seems the site could offer up to 2,190m² of new floor space.</td>
<td>High</td>
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<tr>
<td>Site</td>
<td>Description</td>
<td>Potential Uses</td>
<td>Site Area</td>
<td>Notes</td>
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<td>Site 19(b) Owlerton Frontage (south)</td>
<td>This site, benefits from a prime riverside site to the south of Livesey Street and is a key gateway site into the Campus and highly prominent from Penistone Road. In addition, this site benefits from significant pedestrian flows between Hillsborough centre and Hillsborough College. This site is promoted for a new riverside pub and restaurant - perhaps with a family emphasis.</td>
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<td>High</td>
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<tr>
<td>Site 20 Reg Vardey</td>
<td>The redevelopment of this site could provide opportunities for a new riverside hotel, health club or other leisure uses. Alternatively, business uses could be acceptable for the site or as part of a mixed use approach. These uses will need to be considered alongside development opportunities nearby. A new bridge link across the River Loxley should be included in the design to ensure that new uses on this site – such as the hotel are properly linked into the main attractions across the river.</td>
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<td>Low</td>
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<tr>
<td>Site 21 Reg Vardey</td>
<td>The Firth Rixon Site has been identified for leisure and education uses. Proposals on this site include both development and additional car parking for the area overall. New development could include specific leisure / education uses or employment uses such as “start-up” units. The new car park is required to provide replacement parking lost to as a result of proposed development on the existing stadium car park.</td>
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<td>Low</td>
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<tr>
<td>Site 22(a) Firth Rixon</td>
<td>Redevelopment of existing employment land to the north of the river for a mixed use scheme comprising residential uses above active ground floor uses.</td>
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<td>Low</td>
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<tr>
<td>Site 23(a) Land West of Penistone Road (industrial corner site)</td>
<td>Redevelopment of this site can help provide a new mixed use development within the heart of the Upper Don and a development ‘bridge’ from Hillsborough centre to the Leisure and Education Campus.</td>
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<td>Low</td>
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<tr>
<td>Site 26(b) Land West of Penistone Road (B&amp;Q site)</td>
<td>This site does include the B&amp;Q store on the frontage to the Barracks and the land directly to the north across the river to Bradfield Road. Longer term prospects for these sites include the possible relocation of the B&amp;Q store to a possible site at Kliner Way (perhaps on part of the former bowling alley site) and the redevelopment of the existing B&amp;Q site for new commercial uses. New uses on a redeveloped site could include alternative retail uses, roadside uses or offices above active ground floor shop and leisure units. Further consideration is merited if this concept is welcomed by the land owners / operators.</td>
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<td>Low</td>
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</table>
Urban Design Guidance for the Leisure & Education Campus

6.35 In this area development should address the following local issues in addition to the principles of good urban design set out in the Sheffield Urban Design Compendium.

- In the long term, when sites around the college are redeveloped, it may be possible to redesign boundaries to the site, which are at present defensive and shielding the development from its context, in order that the college may link in better to its new and improved context.

- The quality of the Loxley riverside redevelopment will need to be of the highest quality to create a new place with a unique selling point within Hillsborough and the Upper Don Valley. The river should be a focal point and bespoke design will be needed to ensure that the river and development work well together. Standard designs will not achieve the required impact and quality. This should include a pedestrian riverside walk along the northern bank of the Loxley.

- Redevelopment may shield the existing entrance signage to Owlerton Stadium, this entrance may even need to be relocated. As part of a comprehensive approach this issue will need to be resolved and in any event gateway signage on the main road frontage addressing Penistone Road will be required to signpost the stadium and the whole scheme. It would be sensible to consider a new brand or name for this area.

- Development on the existing car park site should create a high quality frontage to Penistone Road and over the retained car park. Development should be sensitive to the adjacent church but creative designs are welcomed in this context.

- The replacement car parking areas should be sensitively designed and include tree planting. There is a general need to uplift the quality of existing car parking area generally to improve landscape value and create a more pleasant pedestrian place.
• The evening environment is particularly important at this location, given the leisure uses proposed and architectural lighting of buildings and creative lighting of the public realm is also required.

• The aim should be to create a much greener and much more welcoming and comfortable place. Street trees and greenery at the riverside will be important and creating new boulevard along Livesey Street should be encouraged.
Owlerton/ Wadsley Bridge

Vision for Owlerton/ Wadsley Bridge

6.36 Major improvements to highways and infrastructure will create a high quality street environment along Penistone Road, forming a new boulevard and gateway to the Upper Don Valley. Traffic will move more easily, but so will people and pedestrian flows. Sites within this area will be more prominent, and underused land and vacant sites will be replaced by a range of exciting commercial developments making more of their roadside setting. New uses close to Hillsborough Stadium will capitalise on this special destination and the large numbers of people this attracts. This will include places to eat and drink, other new uses in Owlerton/ Wadsley Bridge will add to the vitality and economy in this location. Tracts of vacant and derelict land will be replaced by high quality development.

Outside SWFC’s Hillsborough Stadium

The vacant Penistone Road Triangle

Area Description

6.37 The Owlerton/ Wadsley Bridge area is located to the east of Penistone Road in the northern part of the Upper Don Valley. It is characterised by the predominant employment uses, dominated by a number of older and some refurbished industrial developments, but also includes some roadside and trade counter use and retail warehousing at the Kilner Way Retail Park. The dominant landmark in this area is Sheffield Wednesday’s Hillsborough Football Stadium across from which is a large site that has been vacant for a number of years, which undermines the setting of Penistone Road. Environmental quality and built development quality is mixed, with Hillsborough Park and Hillsborough Leisure Centre good examples of each.
6.38 The area needs a focus and lacks a clear identity, despite the presence of the major landmark of Sheffield Wednesday’s Hillsborough Stadium. The stadium and the numbers of people it attracts should be key to the successful future of this part of the valley. The prominence of this area is an asset and Owlerton/Wadsley Bridge provides an important arrival point to the city. In addition, several sites benefit from a main road setting to Penistone Road.

6.39 Hillsborough Park is also clearly an asset in this location, albeit poorly linked to the leisure centre and the riverside. The setting of Penistone Road is important although this lacks gateway status and quality. The Penistone Road Triangle site is particularly prominent within this gateway area. The brook which runs across this site will need to be considered as part of comprehensive redevelopment and existing trees may need to be thinned to maximise the site’s prominence.

6.40 There are a number of important businesses within this part of the valley, in addition to the football club. One of the most important is Cadbury Bassett which employs significant numbers of people locally. Supporting and signposting such successful businesses will be important towards improving the image and identity of the Owlerton and Wadsley Bridge area.

The ‘Do Nothing’ Option

6.41 Comprehensive remedial action is less urgent in comparison with other areas in the Upper Don Valley. Nevertheless, without action to improve access to key sites which at present suffer from poor accessibility, including the triangle site and Hillfoot Works Frontage Site, development may not be forthcoming. Other gap sites, where access is less difficult, are likely to be developed over time as property market conditions improve confidence. There is though no indication that this will happen without intervention of some form. The scattered nature of sites may also inhibit quality development and regenerative impact. The principal site in this area is the Triangle site, which offers scope for significant development, but the present owners appear comfortable to hold onto the site after planning permission for a new food store was refused.

Strategy Approach

6.42 Strategy approach for Owlerton/Wadsley Bridge comprises the following projects:

- Junction improvements at Leppings Lane / Penistone Road and Penistone Road / Claywheels Lane (including gateway feature)
- Improvements at Penistone Road / Herries Road South junction
- Riverside walks
- Hillsborough Park Riverside
- Corridor Improvements along Penistone Road
- Improved pedestrian links
- Redevelopment of longstanding vacant and underused sites
- Engagement with the owners of the Triangle site to remove barriers to development

6.43 The projects have been discussed in detail at Section 5 of the report and are described on the following Main Projects Schedule with an indication of expected outputs and priorities.
### Main Projects Schedule: Owlerton/ Wadsley Bridge (Plans 15 and 16)

<table>
<thead>
<tr>
<th>Projects</th>
<th>Ref. No.</th>
<th>Description</th>
<th>Rationale</th>
<th>Potential Outputs</th>
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<tbody>
<tr>
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<tr>
<td>Improvements at Penistone Road / Herries Road South junction</td>
<td>OWB L/I - 1</td>
<td>The redesign of the existing junction at Herries Road South and Penistone Road to improve the Penistone Road corridor and access to the Hillsborough Triangle site (as illustrated in the Plan 4 Travel)</td>
<td>This scheme will help to improve the main road corridor into the city along Penistone Road and provide much better access to potential development sites at the Hillsborough Triangle site.</td>
<td>Major new junction improvements and improved access to sites. This project should be linked ideally to the works at Leppings Lane</td>
<td>High</td>
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<td>Riverside walks</td>
<td>OWB L/I - 2</td>
<td>In line with the feasibility work riverside walks along the east of the River Don. If the new open space at Hillsborough Park Riverside (see below) is delivered, then additional riverside walks on the west bank will be possible / required to link up with existing bridges to connect across the River Don.</td>
<td>Riverside walks on both sides of the river will add to the quality of development in this area and will enable the use of existing river bridges overcoming the need for a new pedestrian bridge.</td>
<td>750 metres of new pedestrian walkway / cycleway as part of the strategic network. Additional 100 meters of riverside walk to connect from new Hillsborough riverside Park.</td>
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<tr>
<td>Hillsborough Park Riverside</td>
<td>OWB L/I - 3</td>
<td>A new pocket park connecting the existing Hillsborough Park to the Don riverside and enhancing the setting of Hillsborough Leisure Centre (at Site 17b). This would include an improved pedestrian crossing facility on Penistone Road. This should include an improved pedestrian link from Hillsborough Park to the River Don.</td>
<td>This will create a striking new green space and further exploit the riverside. It would also enhance the setting of Hillsborough Leisure Centre. Extension of existing Hillsborough Park across Penistone Road to link to riverside.</td>
<td>660 m² of new green space including lighting, seating and new pedestrian links to the riverside.</td>
<td>Medium / Low</td>
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<tr>
<td>Corridor Improvements along Penistone Road between Leppings lane and Herries Road South</td>
<td>OWB L/I - 4</td>
<td>This project would reconsider street design to create a more pedestrian friendly environment, with wider footways, which will be useful on match days. Street tree planting is proposed along the road at this location. The existing flagpoles could be re-used as part of corridor works.</td>
<td>This should be undertaken as part of wider infrastructure project.</td>
<td>Re-use / replacement of existing flagpoles to include new banners as gateway to the Upper Don Valley. New boulevard tree planting may be an option.</td>
<td>Medium / Low</td>
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<td>Improved pedestrian link at Wardsend Road</td>
<td>OWB L/I - 5</td>
<td>Improvements to the pedestrian link including the railway bridge and track to create a safer walking route.</td>
<td>This pedestrian route is important to connect communities to the east to the Wadsley Bridge and Hillsborough.</td>
<td>225 metres of upgraded pedestrian lane with better lighting and surfaces.</td>
<td>Low</td>
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<tr>
<td><strong>Site / Development Projects</strong> (See Plan 5/16) (note – outputs are indicative only based on site area calculations)</td>
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<tr>
<td>Site 9 - Penistone Road Gateway</td>
<td>Site 9</td>
<td>The redevelopment of this site, associated with a major highway scheme, creates the opportunity to fundamentally improve the gateway into the Upper Don Valley. Proposals focus on creating high quality development to define the gateway and define a high quality approach towards the city from the north. A range of development opportunities are possible based on a comprehensive approach to sites. Regeneration in this area and uses should include employment and residential.</td>
<td>Third party land will be required to deliver the improved junction at Leppings Lane and Penistone Road and at Claywheels Lane / Penistone Road. In addition to this essential infrastructure project, it will be important to target sites alongside this new junction for high quality new development. Consideration should be given to the land required to deliver the highway scheme and adjacent land which could be packaged to create attractive road side sites.</td>
<td>Potential for significant new residential development and commercial floor space allied to the remodelling of infrastructure in this area. This may include a re-provision of uses relocated to facilitate new infrastructure.</td>
<td>Medium</td>
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<tr>
<td>Projects</td>
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<td>Site 11 - Hillfoot Works</td>
<td>Site 11</td>
<td>Redevelopment of this prominent frontage site for commercial / employment uses. The scale of the opportunity will be governed by existing owners and operators.</td>
<td>This is a highly prominent site on a main city approach, which appears to be underused. Redevelopment of this site on its own or associated with nearby sites would help to improve the frontage to Penistone Road and the gateway to the Upper Don Valley.</td>
<td>This is an underused site which offers scope for significant new employment and commercial space on a site of over half a hectare.</td>
<td>Medium</td>
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<tr>
<td>Site 12 - Wardsend Road</td>
<td>Site 12</td>
<td>This site should be developed for employment uses focused on office development possibly including managed workspace. The site is adjacent to an existing employment area and benefits from an attractive green setting. Nearby residential development should be considered in terms of neighbourliness and the pedestrian route across the site should be enhanced.</td>
<td>This site could provide a relatively quick project in terms of securing new employment development within Owlerton / Wadsley bridge, co- implementing nearby activities and using land more intensively.</td>
<td>1.28 Hectare site providing scope for in the order of 5,760m$^2$ of new employment land</td>
<td>High</td>
</tr>
<tr>
<td>Site 13 Penistone Road Triangle</td>
<td>Site 13</td>
<td>Redevelopment of this site should be a priority to transform the image and identity of this area. The site includes vacant hard standing and existing businesses along Herries Road South. Working with the owners of the site to create the basis for a mixed use scheme is encouraged. Improved access to this site will also be important in assisting redevelopment. Leisure and recreation uses could contribute to the redevelopment of this site. The proximity of the football stadium, which attracts large numbers of people to the area and this, could help to anchor a new destination within the Upper Don Valley. Business uses could also be included and in particular, new and relocated showrooms. Uses could also include limited trade / counter retail and the replacement of retail units lost in the creation of the Clayhevels Lane / Penistone Road junction. Retail impact on local centres would need to be considered. Part of the site could remain in use as a ‘pay and display’ match day car park for the football stadium, but the quality of the environment should be thoroughly enhanced.</td>
<td>This site seriously undermines the image and environment of the Upper Don Valley. It represents the years of stagnation which have affected parts of the valley and blights the area close to many people’s homes and the football stadium. Identifying a viable and attractive development proposition which is acceptable to planning policy and creates developer interest will be important.</td>
<td>3.68 Hectare site providing scope for in the order of 14,350m$^2$ of new floor space with the following split. 40% Commercial frontage Retail = 4,416m$^2$ 30% Commercial frontage Food and Drink = 3,312m$^2$ 30% Commercial frontage Leisure = 6,624m$^2$</td>
<td>High</td>
</tr>
<tr>
<td>Site 17 Penistone Road / River Don</td>
<td>Site 17</td>
<td>Redevelopment is promoted which includes new commercial uses to the north of the site and the creation of a new park to the south. The new development could include business and other commercial uses and the adjacent new pocket park will connect Hillsborough Park to the River Don.</td>
<td>This site benefits from a riverside setting and main road frontage. Uses are low grade and offer little to the image and environment of the area. Environmental improvements to the existing development would not have the desired impact and transformational qualities.</td>
<td>0.88 Hectares of this site would be greened and some relocation would be necessary. The site is presently in use / developed and so the possible net new development would not necessarily provide a net gain. Scope for new employment on the remaining 1.03 Hectares</td>
<td>Medium</td>
</tr>
<tr>
<td>Site 18, Former Allied Bakery</td>
<td>Site 18</td>
<td>Redevelopment for new employment development to strengthen the manufacturing technologies mini-cluster.</td>
<td>Regeneration of vacant site and underused land to support existing businesses location.</td>
<td>1.11 Hectare site offering scope for in the region of 5,000m2 of new employment development on a vacant and cleared site</td>
<td>High</td>
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</tbody>
</table>
Urban Design Guidance for Owerton/ Wadsley Bridge

6.44 In this important area development should address the following local issues in addition to the principles of good urban design set out in the Sheffield Urban Design Compendium.

- Highway and infrastructure works should include a higher specification than might ordinarily be considered, because of the gateway location, including boulevard street tree planting, lighting and gateway features. The scale of this work will need to focus on the street as a pedestrian place as well as the street as a major transit corridor.

- Development frontages need to be improved and development should be prioritised to define and overlook Penistone Road. The scale of new development should reflect the importance of this main route, but be sensitive to adjacent residential development.

- Where development of uses such as car showrooms are proposed, the main buildings associated with these should be designed to a high standard and located addressing the main frontage. Large areas of car parking on the frontage, with buildings behind, should be avoided.

- The corner sites at Penistone Road / Herries Road South and Penistone Road / Herries Road South are prominent locations which require good quality development stepping up in scale to the corners and creating local landmarks and points of interest along this route. Standard units are unlikely to be successful on such prominent sites.

- The watercourse which runs across part of the Penistone Road Triangle site will need to considered as an integral part of the layout of this site and should be sensitively handled. Existing trees on this site are not considered to be of sufficiently high quality to protect as part of redevelopment.

- Bespoke design will help to deliver development on challenging and difficult sites.
Vision for Claywheels Lane

6.45 The vision for this area is for a vibrant and successful employment area, which is a resource to the Upper Don Valley, but also for North Sheffield and the city overall. Vacant, derelict and underused land and sites will be transformed and redeveloped to provide new locations for businesses which can contribute to the economy of the area. Major investment in access and infrastructure in this area will significantly improve the prospect of new development within Claywheels Lane. The quality of the environment will also be rediscovered, capitalising on the quality and attractiveness of the River Don through development and landscape initiatives.

6.46 The Baseline Report (as discussed in section 5) considered different land use scenarios at Claywheels Lane and the UCAR site, but concluded that an employment future will provide the best fit with current local and national policy and with other regeneration initiatives within North Sheffield. For this reason, and because residential would be a high risk strategy for this area, the strategy focuses on an employment and business future.

Area Description

6.47 The Claywheels Lane Development Area is located to the north west of the Upper Don Valley. The area is primarily employment in character comprising a number of existing industrial uses, large scale food production business, as well as vacant/derelict land including the former UCAR site, which is the largest vacant site in the Upper Don Valley. The area is largely hidden from the surrounding area by a combination of topography, woodland and landscape. The River Don runs adjacent to this area and marks its western boundary. The area offers only
modest development quality. Vacant sites, most notably the UCAR site, contribute to the area’s poor image but provide substantial opportunities for development.

6.48 The area is structured by a long estate road cul de sac, with sites and premises located off this main route, within the valley bottom. The landscape setting is striking as this area extends to the rural edge and includes the protected Beeley Wood and the Niagara and Jubilee sports grounds. The River Don is an attractive and picturesque feature, despite the industry close by, and the river creates a natural edge to the area. A number of attractive ‘set pieces’, such as the Niagara Forge Weir, create a distinctive river environment.

The ‘Do Nothing’ Option

6.49 A ‘do nothing’ option in this area is unlikely to see major change in this area based on either of the two scenarios set out in our Interim Report. Without intervention it is envisaged that major change and quality development will not be forthcoming and the area will continue to be a semi-vacant industrial cul de sac, with limited employment development happening on smaller and easier sites, quite possibly with low environmental quality. Without improved access arrangements it appears unlikely that sustainable long term regeneration will be secured for this part of the Upper Don Valley. One major threat to this area is that the opportunity for ERDF funding to address the issue of improved access may be lost either through delay or due to development proposals which cannot be supported by the public sector, being put forward by developers and where employment related outputs cannot be assured. Whilst the threat of losing funding is not symptomatic of ‘nothing being done’ it may be a result of developers and landowners working in discord with agreed planning and regeneration priorities of the public sector.

Strategy Approach

6.50 Strategy approach for Claywheels Lane comprises the following projects:

- A proposed new road bridge connecting Claywheels Lane and Middlewood Road

- A substantially improved junction at Claywheels Lane and Penistone Road which will improve access to and the profile of sites in this area.

- A new footbridge linking the Supertram terminus to Claywheels Lane is also proposed.

- The proposed riverside walks – part of the Upper Don Valley walking and cycling network.
• Creation of Pocket Park at Niagara Weir

• Redevelopment of various development sites along Claywheels Lane for employment uses

• Phased redevelopment of the former UCAR site for employment uses. This is one of the largest regeneration opportunities within north Sheffield and securing the remediation and appropriate re-use of this site is a strategic priority.

6.51 The importance of proposed ERDF funding to deliver these infrastructure improvements is underlined. One major threat to this area is that the opportunity for ERDF funding to address the issue of improved access may be lost.

6.52 Redevelopment at Claywheels Lane will need to be balanced with the vision for Hillfoot Riverside, which should be the focus for advanced manufacturing. Part of Claywheels Lane and UCAR’s appeal is the large flat sites it can offer and the relative flexibility to meet a range of modern employment needs.

6.53 The scope to relocate uses to Claywheels Lane from further down the valley merits proper consideration on a site by site and business by business basis. Certainly land at Claywheels Lane can in this way provide flexibility to achieve new and improved uses on more prominent sites along Penistone Road, but clearly, the route to delivering these relocations may be difficult, given that land at Claywheels Lane remains for the most part in private ownerships, with potentially conflicting aspirations.
## Main Projects Schedule: Claywheels Lane (Plans 17 and 18)

<table>
<thead>
<tr>
<th>Projects</th>
<th>Ref. No.</th>
<th>Description</th>
<th>Rationale</th>
<th>Potential Outputs</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Landscape / Infrastructure Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New riverside walks / cycleways along the River Don</td>
<td>CWL L/I - 1</td>
<td>The riverside is particularly attractive in this area, having a mature green setting. It will be important to continue new riverside walks and cycleways through the Claywheels Lane area. This will be important in developing better links with the green edge of the City. These new links will need to extend through the employment area as well as the residential areas further to the south and adjacent to the main Claywheels Lane area to ensure connectivity to Owerton / Wadley Bridge (including SWFC’s Hillsborough stadium)</td>
<td>Part of the strategic wider movement network, a new riverside walk and cycleway in this part of the Upper Don, will help to create more attractive walking links through this employment area and help to capitalise on the attractive riverside environment.</td>
<td>2,350m new riverside walk</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A new pedestrian footbridge linking Claywheels Lane to Supertram.</td>
<td>A new bridge link is proposed which can better link Claywheels Lane with wider communities and with the Supertram. This new bridge will improve access across the river, and create new opportunities to walk in this area. The design of the bridge could create a new landmark in the area.</td>
<td>New footbridge 20m x 4m</td>
<td>Medium / Low</td>
</tr>
<tr>
<td></td>
<td>CWL L/I - 2</td>
<td>Niagara Weir Pocket Park</td>
<td>Through the strategic masterplanning of this employment area, the need for a new public open space has been identified. It is proposed that this space be located to overlook the striking Niagara Weir and link in with wider riverside walks and new bridges.</td>
<td>Niagara Weir pocket park</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Site / Development Projects</strong></td>
<td></td>
<td></td>
<td>(See Plan 5/18)</td>
<td>(note – outputs are indicative only based on site area calculations)</td>
<td></td>
</tr>
<tr>
<td>Site 1 – APW Site</td>
<td>Site 1</td>
<td>This site is tucked away at the very back of the Claywheels Lane area. The site is not a priority for regeneration investment, but measures to improve the environment will be supported. In the long term, redevelopment could include new recreation facilities taking account of the proximity of the river and the protected woodland. Recreation uses could include a visitor car park linked to new and existing walking and cycling trails as well as other visitor facilities, which could make benefits of the original stone cottages in this location.</td>
<td>The existing operation and development provide valuable jobs and are not considered to be inappropriate in principle and hence the area is not a high priority. Taking a comprehensive long-term view, the existing operation may be better relocated to a more prominent and accessible location within the heart of Claywheels Lane.</td>
<td>Not considered as low priority and in active use at present</td>
<td>Low</td>
</tr>
<tr>
<td>Site 2 – UCAR Site</td>
<td>Site 2</td>
<td>Proposals for this site include the clearance of existing redundant industrial buildings and remediation of the land with a view to creating a range of new employment opportunities. The scale of the site lends itself to possible large floor plate development and as such this is an important site for north Sheffield since there are few sites as large as this one in the city. The nature of employment uses will need to be considered, but new development should be based on sound urban principles and a coherent masterplan. Employment proposals fit well with the existing and emerging local planning agenda and regeneration initiatives. Other uses including residential have been considered in the baseline report, but rejected based on multiple barriers to delivery. It is our understanding that this site is highly valuable in terms of employment land requirements.</td>
<td>Employment proposals fit well with the existing and emerging local planning agenda and regeneration initiatives. Other uses including residential have been considered in the baseline report, but rejected based on multiple barriers to delivery. It is our understanding that this site is highly valuable in terms of employment land requirements.</td>
<td>Industria development at UCAR potentially delivering in the order of 42,030m² on a site of 14.01 Hectares</td>
<td>High</td>
</tr>
<tr>
<td>Site 3 – Glacier Arm</td>
<td>Site 3</td>
<td>With the new bridge link this is a valuable gateway site. Redevelopment of existing site for new high quality office / workshop style development based on a courtyard format, overlooking the river and creating a new employment market and offer within Claywheels Lane (similar in nature to proposed development on site 7). The existing operation would need to be relocated.</td>
<td>The present use of this site makes nothing of the riverside. The proposed new road bridge will be adjacent to this site and as a result, the profile and prominence will be fundamentally improved. New uses should be attracted to this area which create a fitting gateway to the Upper Don and make more effective use of a key site.</td>
<td>Potential for significant employment development including office and hybrid uses on a site of over four and a half hectares.</td>
<td>Medium</td>
</tr>
<tr>
<td>Projects</td>
<td>Ref. No.</td>
<td>Description</td>
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<td>Priority</td>
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<tr>
<td>Site 4 – Airflow</td>
<td>Site 4</td>
<td>A wide range of employment development would be appropriate on this site, possibly including some relocation from elsewhere within the Upper Don.</td>
<td>This site provides a previously developed and cleared site which could be brought forwards for regeneration early on. This site should be developed alongside the former UCAR site to ensure a coordinated approach.</td>
<td>Employment development at Airflow potentially delivering in the order of 6,800 m(^2) of net floor space.</td>
<td>High</td>
</tr>
<tr>
<td>Site 5a – Underhill Lane</td>
<td>Site 5a</td>
<td>Proposed business improvement area, focusing on improving premises and sites and improving the environment. Given access constraints to sites in this area (the railway bridge and hairpin bend, it is proposed that small scale business be targeted for this area which would not require servicing by large – Heavy goods Vehicles.</td>
<td>The proposal will enable the long term environmental improvement of this area which has suffered from many years of decline and which contrasts sharply with adjacent greenfields. This will help to create a more attractive environment which will benefit the wider area and not least adjacent housing areas at Foxhill. There appears no immediate prospect of improving access to this area, but this should be kept under review and considered in the medium to long term. Relocations of businesses which are suffering due to poor access to other employment sites in the valley will need to be considered.</td>
<td>2.48 Hectare site offering scope for 11,160m(^2) of employment development</td>
<td>Low</td>
</tr>
<tr>
<td>Site 5b/c – Underhill Lane</td>
<td>Site 5b/c</td>
<td>Some limited new development opportunities in this area most notably on the corner of Underhill Lane and Hagg Hill (5b) and on land north of the railway line to the east of Hagg Hill (5c). As noted above, it is proposed that small scale business be targeted for this area which would not require servicing by large – Heavy goods Vehicles. These sites provide space for new businesses to locate within the Underhill Lane area or for existing businesses to expand.</td>
<td>These sites provide space for new businesses to locate within the Underhill Lane area or for existing businesses to expand.</td>
<td>Modest but important infill sites with site 5b providing 0.42 Hectares and 5c = 0.72 Hectares</td>
<td>Medium</td>
</tr>
<tr>
<td>Site 6b – Hague Site</td>
<td>Site 6b</td>
<td>A wide range of employment development would be appropriate on this site, possibly including some relocation from elsewhere within the Upper Don. The Jubilee sports ground does not form part of this site and this green space should be retained.</td>
<td>This site provides a previously developed and cleared site which could be brought forwards for regeneration early on.</td>
<td>Employment development on the 3.13 Hectare site potentially delivering 14,090m(^2) of new floor space</td>
<td>High</td>
</tr>
<tr>
<td>Site 7 – Niagara Forge</td>
<td>Site 7</td>
<td>Redevelopment of existing industrial site for new high quality office / workshop style development based on a courtyard format, overlooking the river and creating a new employment market and offer within Clayheaths Lane (Similar in nature to proposed development on site 5). Part of this site would be required to deliver the Pocket Park.</td>
<td>This site benefits from an attractive riverside setting and main road frontage, and this will demand that any new development creates an attractive and high quality frontage over both of these aspects. These design considerations and the site layout will lend itself to an office / naturally ventilated format of development rather than a large floor plate development. This location is considered to be the best for the Pocket Park not just because of the Niagara Weir, but also because this site is close to the proposed new pedestrian bridge link and because at this location the road and the river come together, providing maximum prominence and overlook of this space.</td>
<td>2.23 Site area delivering 13,380m(^2) of new employment development.</td>
<td>High</td>
</tr>
</tbody>
</table>
Urban Design Guidance for Claywheels Lane

6.54 In addition to the design and development principles contained within the Sheffield Urban Design Compendium, the following provides pointers for better design in this important area.

- Good quality development will be particularly important along the riverside and Claywheels Lane. At the riverside development should enhance and overlook the river, with the river properly considered as part of the design, and consideration should be given to ‘how development looks’ from across the river. Along Claywheels Lane new development will need to create an improved streetscene, with the aim to create a good quality ‘two sided’ street defined by new and existing employment buildings.

- Prominent sites at the ‘bottom’ and the ‘top’ of Claywheels Lane, where the junction improvements and the new bridge are being proposed, are key to the character and quality of the area and in these locations new development should help to create gateways to the Upper Don Valley.

- Boundary treatments will be important along Claywheels Lane. Development should clearly define the public realm either through development or through high quality boundary treatment. A coordinated approach should be developed including materials and design to create a consistent theme.

- A coordinated approach to signage and branding of the Claywheels Lane business area is required. This can help to improve the image and identity of this area.

- The design and finish of infrastructure including the road and foot bridges are important to the character of the area. High quality innovative design could help to create new landmarks. The use of steel might provide a visual link to the areas heritage.

- Colour for infrastructure and for street furnishings will be important and this should be sensitive to the landscape character of the area. When selecting colours for use in this area a study of naturally occurring colours in the locality could provide scope for a sensitive approach.
The Future for Parkwood Springs

6.55 Parkwood Springs is located in the east of the Upper Don Valley and extends across a large area of mainly open land rising from the valley bottom upwards towards communities in Southey Green. Sheffield Ski Village is an important facility within Parkwood Springs and is highly visible rising up the hillside above the valley bottom. Parkwood Industrial Estate is another important use within this area, accessed off Rutland Road, via Oakham Drive, providing a range of employment activities within a reasonable quality environment. The landfill site, a major operation (operated by Viridor) within Parkwood Springs, at present occupies a large area of land in this area. The remainder of the area includes a variety of green open spaces, a large park and recreation area located over the crest of the hill. The landscape opportunity at Parkwood Springs, particularly after landfill tipping has been completed is significant.

6.56 Major improvements to the ski village are proposed and the planning permission (granted February 2006) for ‘Ski Mountain’ (indoor ski slope attraction) represent an important next step in achieving a new vision for this area. The Ski Mountain development could provide Sheffield with a 21st century visitor attraction that would act as a catalyst to the regeneration of the Upper Don Valley. Having achieved an outline planning permission, the viability of the scheme needs to be proven both as a capital project and a business plan. We believe that further feasibility work will be required, especially if the scheme is likely to seek public sector gap funding which would require a ‘green book’ appraisal. We would suggest that as the Snow Mountain proposal moves forward, a number of important issues will need to be considered:

- Production of a revenue business plan.
- An evaluation of the existing construction cost schedule.
- A more detailed assessment of the national ski village market.
• An assessment of the potential economic impact of the Snow Mountain proposals in line with Treasury Green Book guidance.

• Further consideration of proposed access and circulation proposals in this area – specifically pertaining to the proposed cable-car and the access at Oakham Drive.

6.57 Referring to the last of the points on access above, the PRS identifies the need to improve connectivity to Parkwood Springs and the Ski village for pedestrians and road traffic. Specifically, the PRS identifies the need for a direct road link to Parkwood Springs from Oakham Drive. The vacant corner site at Oakham Drive / Rutland Road is likely to be required to deliver an upgraded junction at Rutland Road / Oakham Drive. This proposal forms part of a package of strategic infrastructure projects.

6.58 The land below the ski village will continue to be underutilised and largely vacant where planning policy promotes solely business use. Existing poor quality development and employment uses will continue to undermine the quality of the environment and undermine the approach to the ski village. There is a general need to improve the streetscape and environment in this area. Where clearance has been undertaken in the past and land is vacant, fly tipping is now a problem. A number of older businesses also remain within this area and close to the Ski Village and these are in generally poor environmental condition. This area is in need of general environmental improvement and with improved access, could provide scope for new business uses below the ski village.

6.59 The ambition to create a high quality new Urban Park at Parkwood Springs is an important aspect of the Strategy for the regeneration of the Upper Don Valley. This concept was proposed through the Parkwood Springs Community Vision, which this Strategy supports. Central to the issue of the new Country Park is Parkwood Springs Landfill (Tip) operated by Viridor. Under existing agreements, this operation could continue for up to 20 years, although a planning application for the re-phasing of the landfill operation and amendments to the restoration scheme for the site was approved by SCC in August 2006. This new approach could halve the operational life of the land fill site. This will be vital in setting the context for the masterplan for Parkwood Springs.

6.60 It is hoped that a more detailed masterplan will be established to guide change in this area and this needs to take a practical and staged approach. The outcome of the determination of the planning application from Viridor will be vital in setting the context for this masterplan. This change in operation could support funding of any subsequent masterplan, through a Section 106 agreement.
The main outputs and projects in this area, supported through the PRS, are identified as follows:

- New road access / egress to Parkwood Springs and Sheffield Ski Village linking Oakham Drive with Douglas Road and including an upgraded junction from Oakham Drive to Rutland Road.

- Streetscape / landscape improvements to land below the ski village as a short term project to enhance the image and environment.

- Implementation of Ski Mountain development at Sheffield Ski Village in line with planning permission approved in February 2006.

- Longer term development proposal to land below the ski village to extend Parkwood Springs Business Park north-westwards.

- Potential commercial development on the corner site at Oakham Drive and Rutland Road.

- A masterplan for the implementation of a Country Park at Parkwood Springs to take forwards the Parkwood Springs Community Vision taking into consideration Viridor landfill operation.
7. Delivery Strategy

7.1 The Physical Regeneration Strategy for the Upper Don Valley represents an ambitious programme that, if substantially implemented, would radically transform this part of Sheffield. The Strategy presents a ‘statement of intent’ to guide the development of the area and provides a robust basis upon which to make future development and regeneration decisions. The PRS should not be seen as a strict plan ‘to be adhered to under any circumstances’ rather it will need to be an approach to guiding change. It will no doubt change and evolve, in terms of detailed site masterplanning.

7.2 This section provides a summary of the delivery advice for the Physical Regeneration Strategy and is structured as follows:

- General Approach to Delivery - Focusing investment in the Upper Don Valley into four priority Areas of Change to maximise regeneration impact. This section will also consider the types of intervention that the public sector might pursue within each Area of Change.

- Delivering Strategic Projects - Considering the more strategic projects that are required across the Upper Don Valley to enable the successful delivery of regeneration in the Areas of Change. This will include transport and environmental infrastructure projects and other projects focusing on issues such as marketing and branding.

- Delivering the Key Projects in the Areas of Change - Providing delivery advice for strategic and key projects. This sketches out the broad approach to delivery for the projects which, we consider, are needed to ‘kick start’ development. This section goes on to indicate the outputs achievable through delivery of these projects, the associated costs, the specific actions required by the public sector and the likely timescales involved.

- Overall Delivery Strategy - Bringing these earlier sections together to provide a summary of anticipated outputs and associated costs, an overall phasing schedule, a reminder of the key actions required by the public sector in the short term and the key risks to successful implementation.
General Approach to Delivery

7.3 The regeneration of the Upper Don Valley is going to be a very long term process, probably taking the best part of 20 years. There are several broad reasons for this:

- A significant level of under-utilisation of sites, including major derelict sites in important locations.
- Many sites which are difficult to bring forward for development, where end uses may not deliver high values.
- Few public sector land holdings.
- Many manufacturing businesses committed to their sites within the Upper Don Valley.
- Out-moded infrastructure and environment.
- Poor perception of the area in market terms.

7.4 These factors not only affect the length of time the Upper Don Valley will take to regenerate, but also influence the approach to regeneration that can be adopted. With no significant land holdings at present, public sector agencies must look to encourage, shape and influence private sector development.

7.5 The role of the public sector in the regeneration of the Upper Don Valley is therefore best concentrated around six activities:

- **Acquisition of strategically important sites**: As the nature and scale of industrial land use in the Upper Don Valley changes, sites will become available for redevelopment. A clear approach to the acquisition of strategically important sites that can act as a catalyst for the wider regeneration of their surrounding areas will need to be developed, including a mechanism for harnessing private finance capital.

- **Investment in image and key infrastructure**: In particular, investment in strategic transport infrastructure will be vital to unlocking the development potential in the Upper Don Valley. In addition, public sector investment in environmental improvements to strategic corridors and riverside locations will raise perceptions and expectations of the area.
• **Supporting existing businesses:** Working closely with businesses to understand how they might play their part in the vision for the Upper Don Valley, whilst at the same time improving their sites and operations. The focus will particularly be on those businesses which want to expand or consolidate to protect and increase job opportunities.

• **Enabling appropriate new development:** Establishing a clear public sector agenda to bring forward development. This would support the preparation and recycling of land for investment in new employment development across the area, especially of prominent sites which have been vacant for some time.

• **Marketing and branding:** The creation of an over-arching vision and brand for the Upper Don Valley should be developed and investment made in the strategic marketing of the area to potential investors. The power of a clear vision and role for the Upper Don Valley and a high impact marketing campaign aimed at re-branding and re-launching the area should not be underestimated.

• **Using the planning system:** To shape and influence the right types of development in the right locations. There is a clear opportunity to use the emerging Local Development Framework process to embed the vision and strategy for the Upper Don Valley into the statutory planning process.

7.6 It should be noted that it is impossible at this stage to accurately assess the costs associated with Delivering the Strategy. Indicative costs have been generated through an informal ‘desk top’ review and are purely a guide to assist in taking forward the PRS. In particular, land acquisition values will be dependent on a variety of factors, none of which can be determined in advance. Such factors will include prevailing market conditions emerging as a result of the national, regional or local economic and property market climate; recent comparable evidence from deals reached on neighbouring sites; and, the planning status of the site. Furthermore, it is not possible to include, even indicative, remediation costs without considerably more detailed investigations of sites, or potential compensation costs associated with Compulsory Purchase Orders. Consequently, where the indicative financial appraisals in the Delivery Strategy show healthy surpluses, these should be treated with a degree of caution. Further, more detailed area and site specific work is now needed to progress key projects.
7.7 Similarly, it has not been possible to accurately assess the values associated with the Delivery Strategy. Indicative values have also been generated through an informal 'desk top' review of the potential development values that could be created from different uses under each option. This does not constitute a formal valuation and is purely a guide to help take forward the PRS. The figures should not be relied upon under any circumstances and any future financial decisions about the site should be based only on a formal valuation report. (No liability is accepted by DTZ Pieda Consulting or DTZ Debenham Tie Leung under any circumstances.)

**Strategic Transport Projects**

7.8 In addition to the Priority Projects identified within each of the four target Areas of Change, the following Strategic Projects have also been identified as priorities and SCC and its partners should continue to work towards delivering these important strategic project priorities:

- Improvements to the junctions of both Leppings Lane and Claywheels Lane with Penistone Road at an indicative cost of £1.75 million.

- Construction of a road bridge to link Claywheels Lane with Middlewood Road at an indicative cost of £2.5 million (for which loss of ERDF funding would be critical).

- Upgrading of Claywheels Lane at an indicative cost of £1 million, provided that the construction of the road bridge referred to above is also delivered.

- Improved access and new gateway to Parkwood Springs including Sheffield Ski Village and significant publicly owned land assets (for which no costs are identified at present owing to complexities of land valuation calculation for third party land).

- Bus priority on A61 Penistone Road which would be delivered through LTP by SCC and SYPT (for which no costs are identified at present – although Penistone Road / Leppings Lane Junction could will be required as part of these works)

- A feasibility study into the potential Upper Don Rail Link is undertaken at an indicative cost of £50,000.

Those projects which have been cost quantified suggest an approximate overall cost in the region of £5.25 million. However, the true cost of the ‘full’ package of projects (above) is likely to be significantly higher.
7.9 A further Strategic Project, suggested as part of the Delivery of the PRS is the development and implementation of a Marketing Strategy aimed at re-branding and re-positioning the Upper Don Valley. This might include developing a logo for the regeneration of the Upper Don Valley. This could be displayed on ‘cladding’ or screening of the gas holder in Neepsend and be displayed into the hoarding / boards erected on sites acquired by the public sector. Holding an Upper Don Valley Regeneration launch event to which developers are invited, publishing articles in the local and property market media and incorporating the plans for the Upper Don Valley within the existing marketing strategy of Sheffield First for Investment, are all other ideas of how the image an opportunity can be presented. Whilst this is notionally a ‘non-physical project’ its effect could help to lever in development interest and investment.

<table>
<thead>
<tr>
<th>Strategic Transport Projects</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>(STP – 1)</td>
<td>Improvements to Penistone Road/Leppings Lane junction and to Penistone Road / Claywheels Lane junction. (STP – 2 Gateway treatment and landmark art feature could be included in this project at an additional cost)</td>
<td>SCC / SYPTPE / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>(STP – 3)</td>
<td>New road bridge linking Claywheels Lane to Middlewood Road (this may form part of the bus priority (SIP – 6) scheme for the A61 Penistone Road Corridor)</td>
<td>SCC / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>(STP – 4)</td>
<td>Upgrade of Claywheels Lane in line with PRS recommendation for single carriageway (in each direction) road.</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
</tr>
<tr>
<td>(STP – 5)</td>
<td>New direct access to Parkwood Springs and Sheffield Ski Village to Douglas Road via Oakham Drive, including new through road and improved junction at Rutland Road</td>
<td>SCC / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>(STP – 6)</td>
<td>A61 (Penistone Road) Bus Priority Scheme (content to be clarified)</td>
<td>SCC / SYPTPE</td>
<td>1-5 years</td>
</tr>
<tr>
<td>(STP – 7)</td>
<td>Upper Don Valley Rail Feasibility Study</td>
<td>SCC / SYPTPE</td>
<td>1-2 years</td>
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</table>

(Note: Cost and value information pertaining to these and other projects identified in the PRS is provided in Appendix 1)
Priority Projects in the Areas of Change

7.10 In this section the Delivery Strategy focuses on the five Areas of Change that make up the spine of the Upper Don Valley (see Section 3) which are:

- Neepsend Gateway
- Hillfoot Riverside
- Leisure/Education Campus
- Owlerton/ Wadsley Bridge
- Claywheels Lane

7.11 Parkwood Springs, is another Area of Change, but is included within the Delivery Strategy only at a strategic level, where the focus is on improving access (see previous section). Parkwood Springs is subject of other (complementary) proposals which are being taken forward separately. It will be essential that Sheffield City Council continues to work closely with Menta and other stakeholders to progress proposals at Parkwood Springs and at the Ski Village.

7.12 Given the very limited public sector land ownership within the five Areas of Change, the approach to delivery will be to focus intervention on a small number of Priority Projects to be pursued in the short term. Given the scale and the complexity of the regeneration of the Upper Don Valley, it not possible or particularly helpful for SCC to look at every site and idea in the PRS all at once, hence practical priorities have been identified. These Priority Projects will involve a combination of the following:

- ‘Softer’ sites - those that are currently vacant, unoccupied or otherwise under-utilised and therefore most susceptible to change.
- Prominent sites - those that are highly visible and therefore offer greatest potential to change perceptions and act as catalysts to wider regeneration.
- Strategic sites - those that open up development opportunities by enabling infrastructure improvements or creating more marketable sites.
- Access, infrastructure and environmental improvements that enable and / or encourage regeneration and site development.
Non physical measures and interventions such as changes to planning policies which promote regeneration and site redevelopment (in line with the vision).

For each of the priority projects within the five Areas of Change, Sheffield City Council and its public sector partners will need to choose the most suitable approach from a range of potential mechanisms, including:

- Re-allocation of land through the planning process to encourage market interest (through the new Sheffield Development Framework).
- Acquisition of land to implement important infrastructure projects.
- Acquisition of land as part of wider land assembly process and to implement pump-priming development projects.
- Disposal of land to private sector developer through sale or alternative arrangement to deliver regeneration.
- Implementation of infrastructure, access or environmental improvements on land in public sector ownership.
- Provision of financial assistance, such as gap funding, to private sector to make development and recycling of land viable.
- Development and implementation of a branding/marketing strategy.

Priority projects include ‘High Priority Development Projects’ along with ‘High and Medium Priority Landscape / Infrastructure Projects’, as set out in Section 6. These priority projects are summarised in the tables within the remainder of this section. In addition, indicative headline information in terms of outputs, costs and values is provided. An overall approach to delivery for each Area of Change is also provided to help frame the approach that the City Council in particular will need to adopt to lead regeneration.

Whilst this section looks at each of the Areas of Change separately, it is important to recognise that regeneration must happen simultaneously across the Upper Don Valley, with early progress in each of the Area of Change increasing confidence and impetus. Given the scale of the valley, achieving progress on a number of fronts will be challenging.
Delivery Approach in Neepsend Gateway

7.16 The table below highlights the project delivery priorities for Neepsend Gateway. The approach to regeneration in Neepsend is based upon working closely with existing owners and potential developers to bring forward the regeneration and reuse of existing sites and buildings, within the context of an improving environment. Creating a more people friendly place by public realm improvements and making more of the riverside location is a key theme.

<table>
<thead>
<tr>
<th>Area of Change</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neepsend Gateway</td>
<td>(NG L/I – 1) Street improvements to core streets (Neepsend Lane, Boyland Street Road, Bardwell Road (south))</td>
<td>SCC</td>
<td>1-3 years</td>
</tr>
<tr>
<td></td>
<td>(NG L/I – 3) Creation of public open space as focal point for the area</td>
<td>SCC</td>
<td>1-3 years</td>
</tr>
<tr>
<td></td>
<td>(NG L/I – 5) Creation of riverside walkway linking from Penistone Road to Rutland Street Bridge</td>
<td>SCC / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td></td>
<td>(NG L/I – 6) Sponsored cladding / wrapping of gas holder to improve its appearance.</td>
<td>SCC / National Grid</td>
<td>1-2 years</td>
</tr>
<tr>
<td></td>
<td>Site 28b - Site brought forward for mixed employment development</td>
<td>SCC / Land owner</td>
<td>1-2 years</td>
</tr>
<tr>
<td></td>
<td>Site 28c - Refurbishment and redevelopment of existing buildings for employment uses and new open space – retaining Gardeners Rest pub</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
</tr>
<tr>
<td></td>
<td>Site 29 - 6.3 ha site to be brought forward for employment development</td>
<td>National Grid</td>
<td>1-3 years</td>
</tr>
</tbody>
</table>

7.17 The public sector will need to demonstrate a commitment to the area by improving the environment and streetscape to help attract investment to the area. The street improvement project, riverside walks and the creation of a new riverside open space are all important to achieve real change. Streetscape improvements should take priority and be addressed first. The new open space (which is related to the regeneration of site 28c) is important and should be secured alongside the new mixed use scheme as early as possible. Improving the look of the gasholder will also help to overcome the industrial character of the area, although this is likely to be challenging given the design and engineering of the structure. One further issue which will need to be covered as part of the streetscape improvements is the need to traffic calm and as far as is possible redirect heavy goods vehicles away from Neepsend Lane and SCC will need to consider how this is achieved.
7.18 The greatest transformational change will come with the regeneration of vacant sites and buildings within Neepsend. The two largest and most visible sites where urgent action is required are Site 28b (The Former Cannon Brewery) and Site 29 (Former Neepsend Gas Works). Both of these sites are in private ownership and the public sector must use its resources and planning powers to support the viability of regeneration within the spirit of the PRS.

7.19 At the former Brewery, proposals will need to resolve the nature of development in terms of new build and refurbishment and the end uses. Whilst promoting high quality development in line with the PRS the City Council should work constructively with the owners and prospective developers to secure an economic future for this site. At the former Neepsend Gasworks the land is likely to require substantial remediation and since the end values of development in this area within the PRS are likely to be modest, the public sector may need to consider ways in which it can help to bring forward this site for appropriate development.

7.20 Site 28c, alongside the river is smaller in scale and presents a different regeneration challenge. Existing businesses within this block will need to be retained and integrated within the new scheme. The site is challenging and will require a bespoke approach and the public sector should consider its role as enabler or deliver of the regeneration scheme. More detailed work is required to understand operational as well as ownership issues. An enabling aspect of this project and the wider public realm strategy will be the riverside open space, which will create an attractive setting to the regenerated site and it is envisaged that the City Council will take this forward.

7.21 In all the development proposals, further (and ongoing) consultation with key stakeholders will be important. Furthermore, engaging with stakeholders and prospective developers as part of the marketing strategy for the area will be important and this should communicate the investment (to be) made in public realm and the environment.

7.22 The table below summarises the outputs associated with the priority projects for Neepsend Gateway, based on development proposals set out in Section 6.

<table>
<thead>
<tr>
<th>Neepsend Gateway Priority Projects</th>
<th>Indicative Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped</td>
<td>7.32 Hectares</td>
</tr>
<tr>
<td>Industrial Floorspace Created (net)</td>
<td>13,693m²</td>
</tr>
<tr>
<td>Hybrid Floorspace Created (net)</td>
<td>8,678 m²</td>
</tr>
<tr>
<td>Office Floorspace (net)</td>
<td>1,730m²</td>
</tr>
<tr>
<td>Roads Improved</td>
<td>1,005 linear metres</td>
</tr>
<tr>
<td>Riverside Walkways Created</td>
<td>375 linear metres</td>
</tr>
<tr>
<td>Public Open Space Created</td>
<td>250m²</td>
</tr>
</tbody>
</table>
The table below provides a summary of the costs and values that might be associated with implementation of the Priority Projects, with more detail provided in Appendix 1/2.

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Cost (£)</th>
<th>Value (£)</th>
<th>Surplus (or Gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28b</td>
<td>2,920,000</td>
<td>3,630,000</td>
<td>710,000</td>
</tr>
<tr>
<td>28c</td>
<td>2,390,000</td>
<td>3,590,000</td>
<td>1,200,000</td>
</tr>
<tr>
<td>29</td>
<td>17,080,000</td>
<td>17,100,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Infrastructure and Environment</td>
<td>680,000</td>
<td>N/A</td>
<td>-680,000</td>
</tr>
<tr>
<td>(approximately for key projects NG L1 – 1.3, 5 and 6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(excluding acquisition costs for the open space)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(excluding the gas holder costs which could be self funding)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radically improved public realm and image</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>23,070,000</td>
<td>24,320,000</td>
<td>1,250,000</td>
</tr>
</tbody>
</table>
Approach to Delivery in Hillfoot Riverside

7.24 The table below highlights the delivery priorities for Hillfoot Riverside. This area contains a range of existing employment and commercial frontage uses. The PRS calls for greater intensity and efficiency in the use of land and the opening up of development sites and investment opportunities by improved access and circulation. As well as creating new investment opportunities the PRS supports existing businesses. Delivering new opportunities will involve working with existing businesses to refine and take forward the ideas in the PRS through the rationalising of sites and operations. The public sector’s commitment should be to support improvements in infrastructure on what are challenging sites.

<table>
<thead>
<tr>
<th>Area of Change</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillfoot Riverside</td>
<td><em>(HR L/I – 1)</em> Upgrade of existing roads and access points, including the junction onto Penistone Road</td>
<td>SCC / Developer / SYPTE</td>
<td>1-3 years</td>
</tr>
<tr>
<td></td>
<td><em>(HR L/I – 2)</em> New estate road from Penistone Road through site 23a and connecting to Livesey Street and to Club Mill Road via a new bridge link</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
</tr>
<tr>
<td></td>
<td><em>(HR L/I – 3)</em> Construction of riverside walks and cycleway</td>
<td>SCC / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 22b</td>
<td>1.52 ha site to be <em>brought forward</em> for employment development</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Site 23a</td>
<td><em>brought forward</em> for redevelopment as part of the consolidation and rationalising of existing land for new employment uses</td>
<td>Doncasters / SCC</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 24b</td>
<td>2.94 ha site to be <em>brought forward</em> for employment development</td>
<td>Landowners / SCC</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Site 32a</td>
<td><em>brought forward</em> for employment development</td>
<td>Landowners / Developer</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Site 32b</td>
<td><em>brought forward</em> for employment development</td>
<td>Landowners / Developer</td>
<td>1-3 years</td>
</tr>
</tbody>
</table>

7.25 The concept for a new technology park at Hillfoot will require significant investment in infrastructure to unite and unlock sites. This can only be done in partnership with the existing owners and occupiers, given the land requirements involved. There must therefore be both a commercial incentive to owners of sites to commit their land to the broader regeneration plan.
7.26 The PRS suggests a series of improvements to existing estate roads and to new estate roads and sites. These ideas will need to be refined and developed, particularly in respect of site 22b (Sheffield City Council), site 23a (Doncasters frontage) and site 25 (Club Mill Road). In urban design and masterplanning terms the bridge across the River Don to link to Club Mill Road is very important, but more detailed site work in consultation with owners, occupiers and potential funders will need to determine whether this bridge link, and the regeneration envisaged at Club Mill Road, is in fact viable in the short and medium term. This will need to take into account that third party land would be needed to land a bridge to the east of the River Don, even where Doncasters are a willing partner in the rationalisation and reuse of their own frontage site. This may point to a phased or staged approach.

7.27 Improved access into the interior of site 23a will be needed from Penistone Road to support the wider estate road concept and this is one area where the public sector could take an active role. The creation of the new road layout and new internal linkages are aspects of the regeneration that the public sector could lead with a development partner.

7.28 Site 24b is another potential employment intensification site. The PRS envisages that the existing operations are rationalised to free up space for new investment. The public sector should seek ways to progress this scheme as a first phase of the longer term plan to secure higher value uses on the frontage site 24c, which is located alongside Penistone Road and offers good visibility on a city centre approach. Enabling development on site 24b to create space for relocations to free up the frontage site is important. This may require land assembly and could on that basis be delivered by a private sector partner.

7.29 Sites 31 and 31b are vacant and (with the caveat that there are likely to be ground condition issues) appear to be the easier sites in Hillfoot to develop early. These should be prioritised for early action to demonstrate progress as part of the long term plan.

7.30 The opportunity at Hillfoot will need to be different to that at Claywheels Lane and the concept of mutually reinforcing materials technology businesses is a key part of the brand. The phasing of these two employment areas will need to be balanced with the easier sites at both coming forward first, in Hillfoot those are sites 32a and 32b and site 24b.
7.31 The table below summarises the outputs associated with the priority projects for Hillfoot Riverside, based on development proposals set out in Section 6.

<table>
<thead>
<tr>
<th>Hillfoot Riverside Priority Projects</th>
<th>Indicative Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped (includes land on key sites which is presently underused))</td>
<td>8.57 Hectares</td>
</tr>
<tr>
<td>Industrial Floorspace Created (net)</td>
<td>17,982m²</td>
</tr>
<tr>
<td>Hybrid Floorspace Created (net)</td>
<td>9,106m²</td>
</tr>
<tr>
<td>New Roads created</td>
<td>480 linear metres</td>
</tr>
<tr>
<td>Roads Improved</td>
<td>1,010 linear metres</td>
</tr>
<tr>
<td>Riverside Walkways Created</td>
<td>1,600 linear metres</td>
</tr>
</tbody>
</table>

7.32 The table below provides a summary of the costs and values that might be associated with implementation of the Priority Projects, with more detail provided in Appendix 1/2.

<table>
<thead>
<tr>
<th>Hillfoot Riverside Priority Projects</th>
<th>Indicative Costs and Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Type</td>
<td>Cost (£)</td>
</tr>
<tr>
<td>Development</td>
<td></td>
</tr>
<tr>
<td>22b</td>
<td>6,740,000</td>
</tr>
<tr>
<td>23a</td>
<td>3,500,000</td>
</tr>
<tr>
<td>24b</td>
<td>9,350,000</td>
</tr>
<tr>
<td>32a</td>
<td>4,310,000</td>
</tr>
<tr>
<td>32b</td>
<td>3,640,000</td>
</tr>
<tr>
<td>Infrastructure and Environment</td>
<td></td>
</tr>
<tr>
<td>(approximately for key projects HR L/I – 1, 2 and 3)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>29,330,000</td>
</tr>
</tbody>
</table>
Approach to Delivery at the Leisure & Education Campus

7.33 The table below highlights the delivery priorities for the Leisure and Education Campus. The projects in this section reflect the ambition to create a more vibrant, distinctive, attractive and economically active area, where new development adds to the existing mix of uses. The approach will be for the public sector to work with the existing land owners and businesses to deliver the vision set out in the PRS. This will involve key private stakeholders at the casino and Stadium as well as Hillsborough College.

<table>
<thead>
<tr>
<th>Area of Change</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Education Campus</td>
<td>(LEC L/I – 1) Livesey Street environmental improvements</td>
<td>SCC / Landowners</td>
<td>1-2 years</td>
</tr>
<tr>
<td></td>
<td>(LEC L/I – 2) New pedestrian route alongside River Loxley to the rear of and linked in with the delivery of site 19b.</td>
<td>Developer / SCC</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Site 19a - 1.46 ha site brought forward for new leisure development and a smaller frontage car park</td>
<td>Landowner / Developer</td>
<td>1-5 years</td>
<td></td>
</tr>
<tr>
<td>Site 19b - 0.41 ha site to be brought forward for leisure development in the form of a riverside pub / restaurant</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
<td></td>
</tr>
<tr>
<td>Site 22a - a total of 1.23 ha to be brought forward for leisure development incorporating a replacement car parking for the wider leisure campus</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
<td></td>
</tr>
</tbody>
</table>

7.34 The upgrading of Livesey Street will serve to enhance the overall quality of the Campus, rather than being a catalyst to development on the sites identified above. Therefore, rather than being undertaken to encourage development, it would be preferable for the Livesey Street works to be funded in part through the development of the frontage sites, as Section 106 contributions, and in part by the public sector (Sheffield City Council possibly with some contribution from Hillsborough College). It may also be possible to part fund the riverside enhancements through Section 106 contributions.

7.35 One of the keys to the success of the leisure and education campus is to consolidate its role and identity. Achieving good quality development at its gateway will be an important part of this. Site 19a provides an important early development opportunity, where land can be used more intensively and creatively.
7.36 The PRS suggests that a proportion of car parking can be relocated, from the prominent frontage site, to sites within the interior of the campus. Tackling car parking in an integrated manner is important, not just for future development, but also for the area’s present functioning. If land can be ‘freed up’ from parking, then a commercial frontage leisure development could be a viable prospect on site 19a.

7.37 Site 19b presents a particularly exciting riverside leisure opportunity. As the majority of the site is vacant, and part is owned by Sheffield City Council, it should be relatively straightforward to bring the site forward for development. From a market perspective, the site benefits from its frontage to Penistone Road, as well as the waterside, and is of a scale appropriate for a family pub / restaurant. The strategy should therefore be for the City Council to acquire the remainder of this site and then to dispose of the site on the open market, subject to a clear development brief.

7.38 Site 22a is a vacant site adjacent to Hillsborough College that is currently on the market. It therefore presents an early opportunity for development. Although not a prominent site from the perspective of its frontage to Penistone Road, it does provide an important link between the college and the existing leisure uses and Penistone Road itself. It also benefits from a waterside position, being bound on one side by the River Don, providing the opportunity to open up the river to leisure and education campus users. Acquisition of this site could also have a strategic benefit, providing an opportunity to relocate existing car parking provision and consolidate existing adjacent publicly owned land.

7.39 Site 22a is currently on the market and early acquisition by the public sector can provide the public sector with a stake in the regeneration and development of the area and a basis upon which to engage constructively with the owners of the Owlerton Stadium regarding development opportunities on site 19a. One option, for example, might be to offer the use of site 22a for relocation of part of the Owlerton Stadium car park enabling the high profile site 19a to be brought forward for development, on the basis that the public sector would benefit from any development proceeds through an appropriate arrangement such as a Joint Venture.
7.40  The table below summarises the outputs associated with the priority projects for the Leisure and Education Campus, based on development proposals set out in section 6.

<table>
<thead>
<tr>
<th>Leisure &amp; Education Campus Priority Projects</th>
<th>Indicative Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped</td>
<td>2.24 Hectares</td>
</tr>
<tr>
<td>Food &amp; Drink Floorspace created (net)</td>
<td>984m²</td>
</tr>
<tr>
<td>Leisure Floorspace Created (net)</td>
<td>3,232m²</td>
</tr>
<tr>
<td>Roads Improved</td>
<td>480 linear metres</td>
</tr>
<tr>
<td>Riverside Walkways Created</td>
<td>230 linear metres</td>
</tr>
</tbody>
</table>

7.41  The table below provides a summary of the costs and values that might be associated with implementation of the Priority Projects, with more detail provided in Appendix 1/2.

<table>
<thead>
<tr>
<th>Leisure &amp; Education Campus Priority Projects</th>
<th>Indicative Costs and Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Type</td>
<td>Cost (£)</td>
</tr>
<tr>
<td>Development</td>
<td></td>
</tr>
<tr>
<td>19a</td>
<td>2,250,000</td>
</tr>
<tr>
<td>19b</td>
<td>1,410,000</td>
</tr>
<tr>
<td>22a</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Infrastructure and Environment</td>
<td>253,000</td>
</tr>
<tr>
<td>(approximately for key projects LEC L/I – 1 and 2)</td>
<td></td>
</tr>
<tr>
<td>(excluding any land acquisition costs to deliver riverside walk LEC L/I – 2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Much improved public realm befitting the campus concept and the significant footfall in this area and a more prominent riverside</td>
</tr>
<tr>
<td></td>
<td>253,000</td>
</tr>
<tr>
<td>Total</td>
<td>5,813,000</td>
</tr>
</tbody>
</table>
Approach to Delivery in Owlerton / Wadsley Bridge

7.42 The table below highlights the delivery priorities for Owlerton / Wadsley Bridge. The delivery theme within Wadsley Bridge is the regeneration of highly visible vacant and underused frontage sites, including the longstanding ‘gap site’ at site 13. In addition, infrastructure and environmental improvements – allied to strategic projects at Leppings Lane, Penistone Road and Claywheels Lane – will improve access and identity along the main Penistone Road corridor.

<table>
<thead>
<tr>
<th>Area of Change</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>(OWB L/I – 1) Upgrade of Penistone Road/Herries Road junction</td>
<td>SCC / SYPTF</td>
<td>1-3 years</td>
<td></td>
</tr>
<tr>
<td>(OWB L/I – 2) Creation of riverside walks through Owlerton / Wadsley Bridge</td>
<td>SCC / Developer</td>
<td>1-3 years</td>
<td></td>
</tr>
<tr>
<td>Site 12 - brought forward for employment development</td>
<td>Landowner / developer</td>
<td>1-3 years</td>
<td></td>
</tr>
<tr>
<td>Site 13 - 3.7 ha site to be brought forward for commercial frontage developments such as destination retail, food and drink uses and pavilion style offices</td>
<td>Landowner / Developer / SCC</td>
<td>1-5 years</td>
<td></td>
</tr>
<tr>
<td>Site 18 - brought forward for employment redevelopment</td>
<td>Landowner / developer</td>
<td>1-3 years</td>
<td></td>
</tr>
</tbody>
</table>

7.43 Improvements to the Penistone Road / Leppings Lane / Claywheels lane Junction will need to be an early priority in order to improve traffic flow generally along Penistone Road and also to unlock the medium term development potential of sites 9 and 11. Work should also be undertaken early on to improve the junction of Penistone Road and Herries Road South, in order to enhance the development potential of site 13.

7.44 Site 13 presents the most obvious opportunity for early development in the Owlerton / Wadsley Bridge Area of Change. The majority of the site is vacant and used only occasionally by Sheffield Wednesday Football Club for match day parking, whilst the southern most portion of the site on its corner with Herries Road South is currently occupied by Charlie Browns garage in old and poor quality accommodation. Given the size of the site and its extensive frontage to Penistone Road, it is likely to attract market interest for uses such as roadside or ‘destination’ retail. Being situated directly opposite Hillsborough Football Club it may also prove attractive to food and drink operators. The inertia which has surrounded this site needs to be properly understood. Given that there is likely to be some market interest in the site, the
suggestion that it has been blighted by the existing owners ‘holding out’ for a planning approval which is unlikely to be forthcoming in the foreseeable future, needs to be resolved.

7.45 We recommend that the public sector seek to assemble land making up site 13 and remediate it for development, before disposing of on the open market with a clear development brief. Indicative financial appraisals for this site suggest that, overall, it should create a surplus, even though some elements may create a gap – it would therefore be preferable for the site to be brought forward by a single developer. Consultation with the existing owners will be vital as a next step and may lead to a different delivery route.

7.46 Site 18 (former Allied Baker) is an important site within the heart of the Upper Don Valley. In 2006 this site was cleared in anticipation of redevelopment. Targeting investment in new materials technology development on this site reflecting the aspiration of the PRS is important.

7.47 Site 12 is another early opportunity and, whilst the scale and location of this site is unlikely to offer transformational change, the project will enable new employment development and investment in the Upper Don within an underused site. Sheffield City Council should consider how best it can support development interest on this site, but there should be clarity that there are other more prominent and important sites where limited public sector funding may be more critical to the viability of regeneration.

7.48 In order to continue the riverside walkways created in other areas, public sector funding is likely to be required, with the exception of improvements to the riverside along the side of site 17, which could potentially be funded through the development of that site in the longer term.

7.49 The table below summarises the outputs associated with the priority projects for Owlerton / Wadsley Bridge, based on development proposals set out in Section 6.

<table>
<thead>
<tr>
<th>Owlerton / Wadsley Bridge Priority Projects</th>
<th>Indicative Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped</td>
<td>6.07 Hectares</td>
</tr>
<tr>
<td>Office Floorspace Created (net)</td>
<td>5,299m2</td>
</tr>
<tr>
<td>Retail Floorspace Created (net)</td>
<td>3,533m2</td>
</tr>
<tr>
<td>Food &amp; Drink Floorspace created (net)</td>
<td>2,650m2</td>
</tr>
<tr>
<td>Roads Improved</td>
<td>Improved junction at Penistone Road / Herries Road</td>
</tr>
<tr>
<td>Riverside Walkways Created</td>
<td>850 linear metres</td>
</tr>
</tbody>
</table>

7.50 The table below provides a summary of the costs and values that might be associated with implementation of the Priority Projects, with more detail provided in Appendix 1/2.
## Owlerton / Wadsley Bridge Priority Projects

### Indicative Costs and Values

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Cost (£)</th>
<th>Value (£)</th>
<th>Surplus (or Gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>5,680,000</td>
<td>5,950,000</td>
<td>270,000</td>
</tr>
<tr>
<td>13</td>
<td>18,140,000</td>
<td>25,400,000</td>
<td>7,260,000</td>
</tr>
<tr>
<td>18</td>
<td>5,060,000</td>
<td>5,160,000</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Infrastructure and Environment</strong></td>
<td>1,540,000</td>
<td>Radically improved public realm and image</td>
<td>-1,540,000</td>
</tr>
<tr>
<td>(approximately for OWB L/I – 1 and 2)</td>
<td>(excluding any land acquisition costs associated with both projects)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>30,420,000</td>
<td>36,510,000</td>
<td>6,090,000</td>
</tr>
</tbody>
</table>
Approach to Delivery at Claywheels Lane

7.51 The table below highlights the delivery priorities for Claywheels Lane.

<table>
<thead>
<tr>
<th>Area of Change</th>
<th>Project Delivery Priorities</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>(CWL L/I – 1)</td>
<td>Extension of network of riverside walkways into Claywheels Lane area</td>
<td>SCC / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>(CWL L/I – 3)</td>
<td>Creation of new pocket park at Niagara Site</td>
<td>SCC</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 2</td>
<td>14.01ha site to be brought forward for employment development</td>
<td>MENTA / SCC</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 4</td>
<td>2.51ha site to be brought forward for employment development</td>
<td>Landowner / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 6b</td>
<td>3.13ha site to be brought forward for employment development</td>
<td>Landowner / Developer</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Site 7</td>
<td>2.38ha site to be brought forward for employment development</td>
<td>SCC / Landowner / Developer</td>
<td>1-3 years</td>
</tr>
</tbody>
</table>

7.52 Securing major access improvements is very important to the future of Claywheels Lane and these are set out as part of the strategic proposals within this section.

7.53 Site 2 (the UCAR site) at 14ha is the largest unoccupied ‘brown-field’ site in the Upper Don Valley. The site is currently being cleared by its private sector owners, Menta, in anticipation of their proposals for a mixed use redevelopment comprising residential and employment uses. Reflecting ongoing discussions with SCC and the client steering group and the prevailing planning and regeneration context (See Baseline Report), the PRS has taken the view that UCAR should have an employment future. This view has been reinforced by the refusal of planning permission for the mixed use scheme at UCAR by Sheffield City Council.

7.54 Hence proposals for the regeneration of the UCAR site and the associated costs and values (set out in this section) are based on a range of new employment developments. From initial work however, it is clear that employment development – even taking a long term view of demand and assuming the necessary access improvements – produces a significant gap. This may mean that Menta is unwilling to develop the site for employment uses alone. The successful delivery of the scheme is therefore dependent on Sheffield City Council working closely with Menta to reach a delivery solution that satisfies all parties.
7.55 Since this site is likely to be developed over the long term a phased approach will be needed as part of a comprehensive masterplan for the site. This should consider which parcels of the site are delivered first and how the development can tie into strategic access improvements, in terms of targeting the better quality buildings close to the new Claywheels area gateway and the Upper Don, through the proposed road bridge from Middlewood Road.

7.56 This regeneration of the UCAR site in particular, and Claywheels Lane more generally, is likely to be quite different if the new road bridge strategic link is not delivered. The bridge would afford significantly improved accessibility and profile and without this the attractiveness of sites along Claywheels Lane will be undermined. Hence the strategic bridge link is seen as very important and a key priority. Nevertheless, it is our view that formalising and improving access from Penistone Road to Claywheels Lane and improving the road itself will be important even without the strategic bridge link.

7.57 The regeneration of the UCAR site should be undertaken in a coordinated way and include site 4 in a comprehensive scheme, regardless of the two sites being in separate ownership. Site 4 is vacant and has been grassed over and appears to be ready for development. It is therefore a relatively easy win and should also be considered a priority project.

7.58 Site 7, known as Niagara Forge, is currently occupied by a poor quality abandoned vehicle centre. Given the age and condition of the existing built development, and its assumed single ownership, it is considered a relatively ‘soft’ site and therefore identified as a priority project, although there may well be significant contamination costs given its current use. Site 7 offers scope for major transformation with higher value office uses preferred through the PRS. Relocation of existing uses may be an issue, albeit the site appears semi derelict and the major opportunity provided by the riverside setting.

7.59 Comprehensive regeneration of site 7 should include the new pocket park at the waterside. Whilst this will eat into the footprint of the developable area of the site, the office format of proposed development allied to the shape of the site and the space requirement for the park mean that this loss of development land is unlikely to be detrimental to the viability of the scheme overall. Delivering the pocket park by Niagara Weir should be an integral aspect of any future development proposal for the site. How the space is funded will need proper consideration at a later stage.

7.60 It is recommended that the public sector bring forward development on site 7 by acquiring it, investing in the creation of a pocket park and then releasing the site for development.
7.61 Sites 6b is another vacant site which provides an early opportunity for employment development and consultation with the land owners will – as with other sites – help to define the nature and timescale of the opportunity.

7.62 If the vision for the Claywheels Lane area is to stand any chance of success, it is vital that accessibility into the area is improved. The key projects in this respect are the construction of a road bridge to link Claywheels Lane with Middlewood Road, improvements to the junction of Claywheels Lane with Penistone Road and upgrading of Claywheels Lane.

7.63 In addition to these strategic projects, however, there is a need to improve the public realm within the Claywheels Lane area. In the shorter term, this could include the extension of the network of riverside walks into this area and the creation of a pocket park alongside the development of site 7. In the longer term, it may be appropriate to introduce a new footbridge over the river to link the new pocket park to existing housing on the other side of the river.

7.64 The table below summarises the outputs associated with the priority projects for Claywheels Lane, based on development proposals set out in Section 6.

<table>
<thead>
<tr>
<th>Claywheels Lane Priority Projects</th>
<th>Indicative Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped</td>
<td>21,85 Hectares</td>
</tr>
<tr>
<td>Industrial Floorspace Created (net)</td>
<td>37,830m²</td>
</tr>
<tr>
<td>Hybrid Floorspace Created (net)</td>
<td>20,200m²</td>
</tr>
<tr>
<td>Office</td>
<td>10,700m²</td>
</tr>
<tr>
<td>Roads Improved</td>
<td>(Highway infrastructure upgraded as part of strategic projects)</td>
</tr>
<tr>
<td>Riverside Walkways Created</td>
<td>2,350 linear metres</td>
</tr>
<tr>
<td>Public Open Space Created</td>
<td>1,500m²</td>
</tr>
</tbody>
</table>
7.65 The table below provides a summary of the costs and values that might be associated with implementation of the Priority Projects, with more detail provided in Appendix 1/2.

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Cost (£)</th>
<th>Value (£)</th>
<th>Surplus (or Gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>32,810,000</td>
<td>22,900,000</td>
<td>-9,910,000</td>
</tr>
<tr>
<td>4</td>
<td>11,000,000</td>
<td>11,530,000</td>
<td>530,000</td>
</tr>
<tr>
<td>6b</td>
<td>13,890,000</td>
<td>14,550,000</td>
<td>660,000</td>
</tr>
<tr>
<td>7</td>
<td>18,410,000</td>
<td>22,220,000</td>
<td>3,810,000</td>
</tr>
<tr>
<td>Infrastructure and Environment</td>
<td>143,000</td>
<td>improved public realm and image</td>
<td>-143,000</td>
</tr>
<tr>
<td></td>
<td>(approximately for CWL L/I – 1 and 2)</td>
<td>(Radically improved image and access from strategic projects)</td>
<td>N/A</td>
</tr>
<tr>
<td>(Note: major investment in Claywheels Lane as part of the strategic projects will be targeted to this area and will total approximately £5.25m on top of the headline figure identified within this table)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>76,253,000</td>
<td>71,200,000</td>
<td>-5,053,000</td>
</tr>
</tbody>
</table>
Overall (Indicative) Outputs

7.66 The table below provides a summary of the potential outputs anticipated through the Priority Projects. These are very broad figures.

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Neepsend Gateway</th>
<th>Hillfoot Riverside</th>
<th>Leisure/ Education Campus</th>
<th>Wadsley Bridge</th>
<th>Claywheels Lane</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown-field Land Redeveloped (Hectares)</td>
<td>7.32</td>
<td>8.57</td>
<td>2.24</td>
<td>6.07</td>
<td>21.85</td>
<td>46.05</td>
</tr>
<tr>
<td>Industrial Floorspace Created (m² net)</td>
<td>13,693</td>
<td>17,982</td>
<td>-</td>
<td>-</td>
<td>37,830</td>
<td>69,505</td>
</tr>
<tr>
<td>Hybrid Floorspace Created (m² net)</td>
<td>8,678</td>
<td>9,106</td>
<td>-</td>
<td>-</td>
<td>20,200</td>
<td>37,984</td>
</tr>
<tr>
<td>Office Floorspace Created (m² net)</td>
<td>1,730</td>
<td>-</td>
<td>-</td>
<td>5,299</td>
<td>10,700</td>
<td>17,729</td>
</tr>
<tr>
<td>Retail Floorspace Created (m² net)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,533</td>
<td>-</td>
<td>3,533</td>
</tr>
<tr>
<td>Food &amp; Drink Floorspace created (m² net)</td>
<td>-</td>
<td>-</td>
<td>984</td>
<td>2,650</td>
<td>-</td>
<td>3,634</td>
</tr>
<tr>
<td>Leisure Floorspace Created (m² net)</td>
<td>-</td>
<td>-</td>
<td>3,232</td>
<td>-</td>
<td>-</td>
<td>3,232</td>
</tr>
<tr>
<td>Residential Dwellings Created</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Road (new) Improved</td>
<td>1,005</td>
<td>1,490</td>
<td>480</td>
<td>-</td>
<td>(strategic)</td>
<td>2,975</td>
</tr>
<tr>
<td>Riverside Walks Created</td>
<td>375</td>
<td>1,600</td>
<td>230</td>
<td>850</td>
<td>2,350</td>
<td>5,405</td>
</tr>
<tr>
<td>Public Open Space Created</td>
<td>250</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,500</td>
<td>1,750</td>
</tr>
</tbody>
</table>

7.67 The outputs from the priority projects are, for the most part, net gains in terms of what is on the ground already. The timescale is important to recognise here, with significant employment land at Claywheels Lane only likely to be implemented fully in the long term, notwithstanding that the sites at Claywheels Lane are defined as high priorities. The scale of previously developed recycled and re-used for economic activity – over 45 Hectares – is significant and achieving this will be integral to delivering the PRS.
Overall (Indicative) Costs and Values

7.68 The table below provides a summary of the costs and values associated with the Priority Projects.

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Cost (£)</th>
<th>Value (£)</th>
<th>Surplus (or Gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development</td>
<td>160,480,000</td>
<td>166,270,000</td>
<td>5,790,000</td>
</tr>
<tr>
<td>Strategic infrastructure</td>
<td>5,250,000</td>
<td>Significant Strategic improvements in accessibility</td>
<td>-5,250,000</td>
</tr>
<tr>
<td>Infrastructure and Environment in areas of change</td>
<td>4,406,000</td>
<td>Significant improvements in accessibility, landscape and public realm across the Upper Don Valley and targeted to key projects.</td>
<td>-4,406,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>170,136,000</strong></td>
<td><strong>166,270,000</strong></td>
<td><strong>-3,866,000</strong></td>
</tr>
</tbody>
</table>

7.69 The indicative analysis of costs and values suggests that overall the Priority Projects create a gap of just under £3.9 million. This includes the strategic transport projects as well as the landscape and infrastructure projects within the areas of change. This gap may increase given that the financial information in this report is based on general assumptions rather than specific site circumstances in relation to costs and values.

Summary of Risks

7.70 The Delivery Strategy for the Physical Regeneration Strategy seeks to identify the interventions required in the short term to kick-start the wider regeneration of the Upper Don Valley. However, it will inevitably be subject to a variety of risks and it is important to monitor these risks and be proactive in avoiding them. Set out below are some of the main risks that might be encountered in delivering the Physical Regeneration Strategy in its early stages (and thereafter), along with commentary on both how the Strategy has addressed these issues and how Sheffield City Council should address them in the future.
Risks are grouped into the following categories:

- Strategic Issues
- Availability of Funding
- Stakeholder Support
- Project Implementation

<table>
<thead>
<tr>
<th>Upper Don Valley Potential Delivery Risks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Risk</strong></td>
</tr>
<tr>
<td><strong>Strategic Issues</strong></td>
</tr>
<tr>
<td>Lack of investment co-ordination between Sheffield City Council and its partners</td>
</tr>
<tr>
<td>Local Development Framework does not embrace Upper Don Valley proposals</td>
</tr>
<tr>
<td><strong>Availability of Funding</strong></td>
</tr>
<tr>
<td>Sheffield City Council unable to secure sufficient funding to support required interventions</td>
</tr>
<tr>
<td>Sheffield City Council unable to secure sufficient complementary funding from other sources</td>
</tr>
<tr>
<td><strong>Stakeholder Support</strong></td>
</tr>
<tr>
<td>Resistance by existing business community or other stakeholders to projects as they develop</td>
</tr>
<tr>
<td>Low take-up of opportunities by owner-occupiers and businesses</td>
</tr>
<tr>
<td>Risk</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Delivery vehicles not in place to implement individual projects</td>
</tr>
<tr>
<td>Difficulty in obtaining planning permission for individual projects</td>
</tr>
<tr>
<td>Difficulty in assembling land for development activity</td>
</tr>
<tr>
<td>Increase in project costs</td>
</tr>
<tr>
<td>Unsatisfactory development end values</td>
</tr>
<tr>
<td>Unable to attract private sector or public sector development partners</td>
</tr>
</tbody>
</table>

7.72 Three Plans deal with delivery issues, and help to illustrate the points within this section of the report. These are:

- Plan 19 – High Priority Sites and Catalyst Project Areas
- Plan 20 – Public Sector Land Holdings and Intervention
- Plan 21 – High Priority Infrastructure and Environment Projects

7.73 One final Plan (22) draws all this together to illustrate a Composite Masterplan.
Overall Phasing

7.74 The chart which concludes this section (overleaf) provides an indication of the overall phasing of the higher priority projects across the Upper Don Valley. It is important to recognise that all of the priority sites, even the most complicated, should be commenced early on. It is not appropriate or helpful to leave the more difficult projects until later. However, it should be recognised that with many complex projects and limited control of land and regeneration funding, it will not be within the gift of the City Council to deliver all these projects at once. Partnership working with private sector partners will be essential and this may to some degree dictate phasing and timescales in a way not envisaged as the PRS has been drawn up.

7.75 It is clear that there is much to be done. The delivery of the PRS and the vision it puts forward for the Upper Don Valley will involve many stakeholders and take a long time. Nevertheless the coordination that the PRS can bring to a diverse and challenging area provides a tool which all those involved with influencing urban change in the Upper Don can use to good effect.
Final Report – October 2006

**Project Timescale Summary**

**Early Actions**
- Public sector to work closely with existing owners of site 29 and determine delivery route
- Public sector to consult with existing owners to consider future options for site 28 b
- Public sector to acquire site 24a / 24b
- Neepsend Gateway
  - Public sector acquisition of vacant commercial space at site 28c
- Owletton
  - Public sector to work with delivery partner to deliver employment development on site 29
  - Public sector to consult with land owners and determine implementation route for sites 27a and 27b
- Secure regeneration of key site 28b
- Implementation of development on sites 27a and 27b in line with the PRS

**Medium to Longer Term Actions**
- Public sector to consult with land owners and determine implementation route for sites 27a and 27b
- Secure regeneration of key site 28b
- Neepsend Gateway
  - Public sector to undertake street improvement works for core streets
  - Public sector to work with delivery partner to deliver employment development on site 28c
  - Public sector to consult with land owners to discus regeneration concept and redevelopment proposals on site 22b
  - Public sector to consult with land owners and 22a for leisure based development to create a stronger and more vibrant campus. (This may need to include including site 20 for additional overspill car parking)
  - Public sector to work closely with existing owners to consider creation of linkages across River Loxley (as part of site 19b redevelopment)
  - Support for regeneration of site 32a and 32b for employment development in line with PRS
  - Consultation with key landowners on site 22a to ascertain development options (based on rationalising existing site 23)
  - Detailed masterplanning exercise for site 23a with public sector working in partnership with land owners
  - Preperation of site 24a / 24b for disposal
  - Disposal of site 24a / 24b to private sector developer
  - New road and bridge links constructed as part of area plan
  - Regeneration of site 25 as final phase of Technology Park
  - (HR L/I - 1 ) Infrastructure improvements to existing roads within Hilfoot area
  - (HR L/I - 2 ) New road and bridge links constructed as part of area plan
  - (HR L/I - 3 ) Construction of new public open space (at 29c)
  - (HR L/I - 4 ) New Pocket Park at Silver Mill Ruins
  - (HR L/I - 5 ) Technology Park branding
  - Commercial redevelopment of site 24c
  - Public Sector to support refurbishment and redevelopment proposals on site 22b – but retaining land required for access improvements to site 23
  - Private sector led development of sites 19a and 22a for leisure based development to create a stronger and more vibrant capus. (This may need to include including site 20 for additional overspill car parking)
  - (LEC L/I - 1 ) Upgrading of Livesey Street and creation of riverside walks through Section 106 and public sector funding
  - (LEC L/I - 2 ) Creation of riverside walk along the River Loxley (as part of site 19b redevelopment)
  - (LEC L/I - 3 ) Greening remaining car park at site 19a to create a more attractive space
  - (LEC L/I - 4 ) Gateway signage and branding
  - (OWB L/I - 1 ) Public sector to implement improvements to Penistone Road junctions with Leppings Lane and Hennes Road South
  - (OWB L/I - 2 ) Public sector to implement continuant of riverside walkway
  - (OWL L/I - 1 ) Public sector to implement continuant of riverside walkway
  - Claywheels Lane
  - Public sector to work closely with Menta and other land owners to prepare sites 2 and 4 for development, based on the PRS
  - Public sector to begin process of land assembly at site 7 including land for pocket park
  - Phased development of sites 2 and 4 – with significant land supply into the future
  - Disposal of site 7 to private sector developer for employment development and creation of new pocket park adjacent to Niagara Weir (OWL L/I - 3)
  - Commercial redevelopment of site 3 and sites 5b and 5c in line with ideas in PRS
  - (WL L/I - 1 ) New pedestrian route and footbridge linking across River Don to link Claywheels Lane to Supertram
  - Improved pedestrian route at Wardend Road
  - (OWL L/I - 2 ) New Pocket Park at Silver Mill Ruins

**Owletton**
- Public sector support for redevelopment of sites 12 / 18 based on PRS and working with developers / investors
- Public sector to acquire site 17 of Technology Park
- Development of site 13 to help transform the image and identity of Owlerton
- (Owl L/I - 1 ) Penistone Road corridor improvements
- (Owl L/I - 2 ) Delivery of Hilsborough Park Riverside
- (Owl L/I - 3 ) Delivery of technology Park
- (Owl L/I - 4 ) Penistone Road
- Improved pedestrian route at Wardend Road

**Leisure/Education Campus**
- Public sector to consult with land owners of site 19a to discuss regeneration concept (including replacement car parking)
- Public sector to acquire site 22a
- Public sector to acquire remainder of site 19b
- Public sector to assemble and prepare land making up site 13
- Public sector to acquire site 22a
- Public sector to acquire site 19b
- Disposal of site 19c to private sector developer with development brief
- Retirement of development on site 23a in line with PRS
- Commercial led regeneration and redevelopment of sites 28a/b and 21 in line with ideas in PRS
- (NG L/I - 1 ) Public sector to undertake street improvement works for core streets
- (NG L/I - 2 ) Improvements to secondary streets – Public sector led
- (NG L/I - 3 ) Implementation of riverside walks & cycleways
- (NG L/I - 4 ) Delivery of other public open spaces in Neepsend area plan

**Hilfoot Riverside**
- Public sector to consult with land owners of site 19a to discuss regeneration concept (including replacement car parking)
- Public sector to acquire site 24b
- Public Sector to support refurbishment and redevelopment proposals on site 22b – but retaining land required for access improvements to site 23
- Private sector led development of sites 19a and 22a for leisure based development to create a stronger and more vibrant capus. (This may need to include including site 20 for additional overspill car parking)
- (HR L/I - 1 ) Infrastructure improvements to existing roads within Hilfoot area
- (HR L/I - 2) New road and bridge links constructed as part of area plan
- (HR L/I - 3) Construction of new public open space (at 29c)
- (HR L/I - 4) New Pocket Park at Silver Mill Ruins
- (HR L/I - 5) Technology Park branding
- Commercial redevelopment of site 24c
- Consultation with key landowners on site 22a to ascertain development options (based on rationalising existing site 23)
- Detailed masterplanning exercise for site 23a with public sector working in partnership with land owners
- Preparation of site 24b for disposal
- Disposal of site 24b to private sector development
- (HR L/I - 2) New road and bridge links constructed as part of area plan

**Strategic Projects**
- Acquisition of strategically important sites
- Ongoing consultation with key landowners / stakeholders
- Confirm and formalise approach for seeking implementation of riverside routes

**Upper Don Final Report – PRS**
- Private sector led development of site 28a
- (NG L/I - 7) Improvements to boundaries – public and private
- (LEC L/I - 7) Improvements to secondary streets – Public sector led
- (OWB L/I - 3) Construction of new public open space (at 29c)
- (OWB L/I - 4) Gateway signage and branding
- (OWL L/I - 2) New Pocket Park at Silver Mill Ruins
- Improved pedestrian route at Wardend Road
- (OWL L/I - 3) Delivery of Hilsborough Park Riverside
- (OWL L/I - 4) Penistone Road corridor improvements
- Improved pedestrian route at Wardend Road
- Final Report – October 2006

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# Upper Don Valley PRS – Appendix 1

## Headline Infrastructure / Environmental Delivery Information

(for Selected Projects)

<table>
<thead>
<tr>
<th>Project</th>
<th>Timescale</th>
<th>Costs</th>
<th>Funding</th>
<th>Risks / Issues</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic Projects</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
| (SIP – 1) Junction Improvements to Penistone Road / Leppings Lane & Penistone Road / Claywheels Lane | 1-5 years | £1,750,000 | LTP / ERDF / SYIP / Developer | Third party land required  
LTP may not provide basis to deliver | SCC / SYPT / Developer |
| (SIP – 2) Including gateway public art feature | 1-5 years | £100,000 | As above | LTP may not provide basis to deliver | SCC |
| (SIP – 3) Road Bridge – Claywheels Lane / Middlewood Road | 1-5 years | £2,500,000 | LTP / ERDF SYIP | Third party land required  
Loss of ERDF funding could be critical | SCC / Developer |
| (SIP – 4) Upgrade Claywheels Lane | 1-3 years | £1,000,000 | LTP / ERDF SYIP / Developer | Bridge link will require these works to be completed.  
Failure to deliver bridge could undermine the rationale for this project.  
Upgrade of environment likely to assist development prospects of the area | SCC / Developer |
| (SIP – 5) Direct Access from Oakham Drive to Parkwood Springs | -5 years | Unknown | Developer SYIP | Third party land | SCC / Developer |
| (SIP – 6) Bus priority on A61 Penistone Road (Core Route) | 1-5 years | Unknown | LTP | Third party land required  
LTP may not provide basis to deliver | SCC / SYPTE |
<p>| (SIP – 7) Upper Don Rail link feasibility study | 1-2 years | £50,000 | LTP | Funding may not be available at present | SCC / SYPTE |</p>
<table>
<thead>
<tr>
<th>(Key Area of Change / The Spine) Neepsend Gateway</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(NG L/I – 1) Improvements to core streets</td>
<td>1-3 years</td>
<td>£500,000</td>
<td>SYIP / SDF / Developer</td>
<td>Completion of Inner Relief road will strengthen this project, enabling alterations to strategic traffic movements away from Neepsend Lane</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>(NG L/I – 2) Improvements to secondary streets</td>
<td>3-5 years</td>
<td>£470,000</td>
<td>SYIP / SDF / Developer</td>
<td>Phased to follow on from completion of primary streets</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(NG L/I – 3) Focal Point open space project</td>
<td>1 -3 years</td>
<td>£72,000</td>
<td>SYIP / SDF / Developer</td>
<td>Existing building in private ownership required to deliver this space. A catalyst project that needs to be delivered early on. There will be some development potential from the site to help fund the scheme</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>(NG L/I – 5) Riverside walks (including only the strategic route to the north-east of the river)</td>
<td>1-3 years</td>
<td>£107,000</td>
<td>SYIP / LTP / others?</td>
<td>Requires third party land at the riverside. May involve transfer of riparian rights / ownerships to SCC. LTP may not provide basis to deliver</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(NG L/I – 6) Gas Holder environmental improvements</td>
<td>1-2 years</td>
<td>Potentially self funding</td>
<td>Transco</td>
<td>Potential to raise revenue by sponsorship</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Upper Don Valley – Physical Regeneration Strategy 2
### (Key Area of Change / The Spine) Hillfoot Riverside

| HR L/I – 1 | Upgrade of existing roads – Old Penistone Road / Club Mill Road | 1-3 years | £597,000 | SYIP / SDF / Developer | Project only to be undertaken as part of comprehensive redevelopment of whole area | SCC / Development partner |
| HR L/I – 2 | Upgrade of existing access point from Penistone Road | 1-3 years | £200,000 | SYIP / SDF / Developer | Key enabling project as present access is likely to be sub-standard | SCC / Development partner / SYPTTE |
| HR L/I – 3 | Upgrade of existing bridge over Loxley at Doncasters | 1-3 years | £180,000 | LTP / SDF / Developer | Requires third party land at the riverside | SCC / SYPTTE |
| HR L/I – 2 | New estate roads through site 23 (including new bridge link) | 1-3 years | £720,000 | SYIP / SDF / Developer | Requires comprehensive redevelopment of site and third party land | SCC / Development partner |
| HR L/I – 3 | Riverside walks / cycleway (including strategic links to the north-east of the River Don and local links on Loxley) | 1-5 years | £90,000 (excluding land acquisition costs) | SYIP / LTP / SDF / Developer | Requires third party land at the riverside | SCC / Developer |
| HR L/I – 4 | New Pocket Park | 1-2 years | £16,000 (excluding land acquisition costs) | SYIP / SDF / Developer | Related to both riverside walks | SCC / Development partner |
| HR L/I – 5 | Business Park Branding | 1-2 years | £75,000 (for three gateway installations) | Developer / owners / SYIP | Limited obvious return in short terms and therefore this may slip down priority | SCC / Developers / landowners |
### (Key Area of Change / The Spine) Leisure & Education Cluster

| (LEC L/I – 1) Upgrade of Livesey Street | 1-2 years | £240,000 | SYIP | No major redesign needed to existing highway | SCC / Hillsborough College / Owlerston Stadium |
| (LEC L/I – 2) Riverside Walk (along river Loxley – Not part of the strategic network along the River Don) | 1-3 years | £13,000 (excluding land acquisition costs) | SYIP / SDF / LTP / | Third party land required New route needs to be created as part of wider development site May involve transfer of riparian rights / ownerships to SCC | SCC / Developer Partner / Trust? |
| (LEC L/I – 4) Branding the Leisure and education Cluster | 1-2 years | £20,000 | Owners / SYIP | Limited obvious return in short terms and therefore this may slip down priority | Owners of Stadium Hillsborough College / SCC |

### (Key Area of Change / The Spine) Wadsley Bridge

| (OWB L/I – 1) Upgrade of Penistone Road / Herries Road junction | 1-3 years | £1,500,000 | LTP / SDF | To be undertaken alongside improvements at Penistone Road / Leppings Lane LTP may not provide basis to deliver | SCC / SYPTTE |
| (OWB L/I – 2) Riverside walk / cycleway (including the strategic route – north-east of the river and additional link west of River) | 1-3 years | £42,000 (excluding land acquisition costs) | LTP / SYIP / | Requires third party land at the riverside May involve transfer of riparian rights / ownerships to SCC LTP may not provide basis to deliver | SCC / Trust |
| (OWB L/I – 3) Hillsborough Riverside Park | 2-4 years | £35,000. (excluding land acquisition costs) | SYIP | | SCC / Hillsborough park project? |
| (OWB L/I – 4) Environmental improvements to Penistone Road corridor | 1-2 | £500,000. (Project not defined at this stage – costs could vary substantially) | LTP | Funding may not be available | SCC |
### (Key Area of Change / The Spine) Clawheels Lane

<table>
<thead>
<tr>
<th>(CWL L/I – 1)</th>
<th>Riverside walk / cycleway</th>
<th>1-5 years</th>
<th>£130,000 (excluding land acquisition costs)</th>
<th>LTP / SYIP / ERDF / others</th>
<th>Third party land will be required</th>
<th>SCC / Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>May involve transfer of riparian rights / ownerships to SCC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>LTP may not provide basis to deliver</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(CWL L/I – 2)</th>
<th>New footbridge over River Don</th>
<th>3-5 years</th>
<th>£72,000 (excluding land acquisition costs)</th>
<th>SYIP / ERDF</th>
<th>Third party land will be required</th>
<th>SCC</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(CWL L/I – 3)</th>
<th>Niagara Weir pocket park</th>
<th>1-3 years</th>
<th>£13,000 (excluding land acquisition costs)</th>
<th>SYIP / ERDF</th>
<th>Third party land will be required to deliver whole scheme</th>
<th>SCC</th>
</tr>
</thead>
</table>

**Note:** Scope of works / design issues / service diversions could result in increase in costs. Contamination of land / remediation has not been included in costs. Failure to achieve required funding is a risk in all projects.

(LTP = Local Transport Plan / ERDF = European Regional Development Fund / SYIP = South Yorkshire Improvement Plan – Yorkshire Forward / SDF = Sheffield Development Fund) (SCC = Sheffield City Council / SYPTE = South Yorkshire Passenger Transport Executive)
Upper Don Valley PRS – Appendix 2

Headline Development Outputs
(for Key Development Projects)

<table>
<thead>
<tr>
<th>Sub area</th>
<th>Site reference no.</th>
<th>Area (Ha)</th>
<th>Proposed use</th>
<th>Development type</th>
<th>Nettt Floorspace (sq.m)</th>
<th>Costs (£)</th>
<th>Values (£)</th>
<th>Surplus (£) (negative is gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Claywheels Lane</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 (UCAR)</td>
<td>14.01</td>
<td>Employment uses</td>
<td>Industrial</td>
<td></td>
<td>37,830</td>
<td>32,810,000</td>
<td>22,900,000</td>
<td>-9,910,000</td>
</tr>
<tr>
<td>4 (Airflow)</td>
<td>2.48</td>
<td>Employment uses</td>
<td>Hybrid</td>
<td></td>
<td>8,930</td>
<td>11,000,000</td>
<td>11,530,000</td>
<td>530,000</td>
</tr>
<tr>
<td>6b (Hague)</td>
<td>3.13</td>
<td>Employment uses</td>
<td>Hybrid</td>
<td></td>
<td>11,270</td>
<td>13,890,000</td>
<td>14,550,000</td>
<td>670,000</td>
</tr>
<tr>
<td>7 (Niagara)</td>
<td>2.23</td>
<td>Employment uses</td>
<td>Office</td>
<td></td>
<td>10,700</td>
<td>18,410,000</td>
<td>22,220,000</td>
<td>3,810,000</td>
</tr>
<tr>
<td><strong>Wadsley Bridge</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Wardsend</td>
<td>1.28</td>
<td>Employment</td>
<td>Hybrid</td>
<td></td>
<td>4,610</td>
<td>5,680,000</td>
<td>5,950,000</td>
<td>270,000</td>
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<tr>
<td>13 Penistone Road Triangle</td>
<td>3.68</td>
<td>Commercial frontage</td>
<td>Retail (40%)</td>
<td>Food &amp; Drink (30%)</td>
<td>Office (30%)</td>
<td>11,480</td>
<td>18,140,000</td>
<td>25,400,000</td>
</tr>
<tr>
<td>18 Allied Bakery</td>
<td>1.11</td>
<td>Employment</td>
<td>Hybrid</td>
<td></td>
<td>4,000</td>
<td>5,060,000</td>
<td>5,160,000</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Leisure / Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19a Owlerton Frontage</td>
<td>1.46</td>
<td>(note half site retained as car park)</td>
<td>Leisure / Education</td>
<td></td>
<td>1,752</td>
<td>2,250,000</td>
<td>2,160,000</td>
<td>-90,000</td>
</tr>
<tr>
<td>19b Owlerton Frontage</td>
<td>0.41</td>
<td>Leisure / Education</td>
<td>Food &amp; Drink</td>
<td></td>
<td>984</td>
<td>1,410,000</td>
<td>3,530,000</td>
<td>2,120,000</td>
</tr>
<tr>
<td>22a Firth Rixon see above</td>
<td>1.23</td>
<td>Leisure / Education</td>
<td>(note half site to be used as car park)</td>
<td></td>
<td>1,480</td>
<td>1,900,000</td>
<td>1,820,000</td>
<td>-80,000</td>
</tr>
<tr>
<td><strong>Hillfoot riverside</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>22b (SCC)</td>
<td>1.52</td>
<td>Employment</td>
<td>Hybrid</td>
<td></td>
<td>6,156</td>
<td>6,740,000</td>
<td>7,950,000</td>
<td>1,210,000</td>
</tr>
<tr>
<td>23a (Doncasters)</td>
<td>1.87</td>
<td>Employment uses</td>
<td>Industrial</td>
<td></td>
<td>4,040</td>
<td>3,500,000</td>
<td>2,450,000</td>
<td>-1,050,000</td>
</tr>
</tbody>
</table>

Upper Don Valley – Physical Regeneration Strategy
<table>
<thead>
<tr>
<th>Sub area</th>
<th>Site reference no.</th>
<th>Area (Ha)</th>
<th>Proposed use</th>
<th>Development type</th>
<th>Nettt Floorspace (sq.m)</th>
<th>Costs (£)</th>
<th>Values (£)</th>
<th>Surplus (£) (negative is gap)</th>
</tr>
</thead>
<tbody>
<tr>
<td>24b (Hillfoot)</td>
<td>2.94</td>
<td>Employment</td>
<td>Industrial</td>
<td>9,526</td>
<td>9,350,000</td>
<td>9,030,000</td>
<td>-314,000</td>
<td></td>
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<tr>
<td>32a (Parkwood)</td>
<td>1.84</td>
<td>Employment</td>
<td>Industrial</td>
<td>4,416</td>
<td>4,310,000</td>
<td>3,010,000</td>
<td>-1,300,000</td>
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<tr>
<td>32b (Parkwood)</td>
<td>0.82</td>
<td>Employment</td>
<td>Hybrid</td>
<td>2,950</td>
<td>3,640,000</td>
<td>4,290,000</td>
<td>650,000</td>
<td></td>
</tr>
<tr>
<td>28b (Cannon Brewery / riverside)</td>
<td>0.78</td>
<td>Employment</td>
<td>Hybrid</td>
<td>2,810</td>
<td>2,920,000</td>
<td>3,630,000</td>
<td>700,000</td>
<td></td>
</tr>
<tr>
<td>28c (Cannon Brewery / riverside)</td>
<td>0.24</td>
<td>Employment (Some parts of this site are already in use – outputs do not discount for uses lost. Pub will be retained)</td>
<td>Office</td>
<td>1,730</td>
<td>2,390,000</td>
<td>3,590,000</td>
<td>1,200,000</td>
<td></td>
</tr>
<tr>
<td>29 National Grid</td>
<td>6.30</td>
<td>Employment</td>
<td>Industrial (70%) Hybrid (30%)</td>
<td>19,562</td>
<td>17,080,000</td>
<td>17,100,000</td>
<td>20,000</td>
<td></td>
</tr>
</tbody>
</table>