

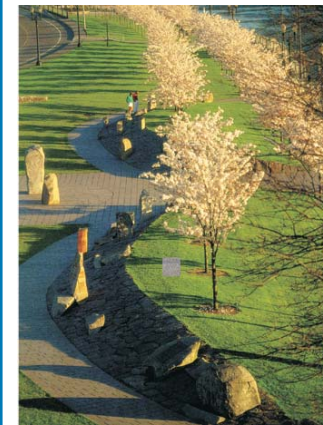
Part 5

THE VISION AND STRATEGY

5.0 The Vision Statement	47
5.1 Masterplan Principles	48
5.2 A Strategy for Change.....	50
5.3 The Five Core Strategies	51
5.4 Transportation & Movement Strategy	56
5.5 The Lower Don Valley Masterplan	60
5.6 Regeneration Benefits	62



Over the next twenty years, the Lower Don Valley will be transformed into an attractive, safe and healthy place to live, work and visit. A vibrant and exciting new mix of community, leisure, retail, office and business uses will act as anchors for the area's new residential communities. In harmony with its residential population, the Lower Don Valley will be a nationally recognised and highly sought-after location for business. Capitalising on its unique and authentic industrial heritage, the Lower Don Valley will be a distinct, yet fully integrated destination within Sheffield. It will be considered a model of sustainability in social, economic and environmental terms. The Lower Don Valley will be a 21st Century Gateway for England's fastest growing city and most impressive urban regeneration story yet - Sheffield.

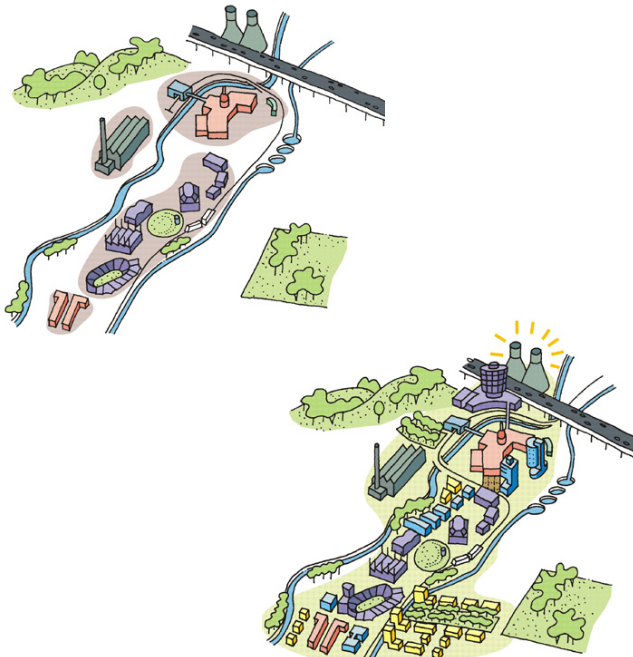


5.1 Masterplan Strategic Principles

The Vision for the Lower Don Valley describes an area that is authentic, vibrant, distinctive and highly livable. To guide this transformation over the long term, eight strategic principles have been established. These principles will influence the form of all future development within the study area and be used to underpin future detailed design studies.

Attract new investment and reposition the Lower Don Valley to meet the challenges of a new economy.

The Lower Don Valley will continue to attract and develop successful, competitive businesses. Viable existing businesses will be safeguarded whilst new business development will be focussed around attracting those sectors which complement Sheffield's core growth clusters – including the knowledge based economy. To help attract new business to the area, a high quality environment attractive for investment will be promoted. New developable sites will be created across the Lower Don Valley and the most suitable use – not necessarily the highest value user – will be pursued. Investment in the Lower Don Valley, coupled by new City Centre investment, will contribute to a revitalised Sheffield.



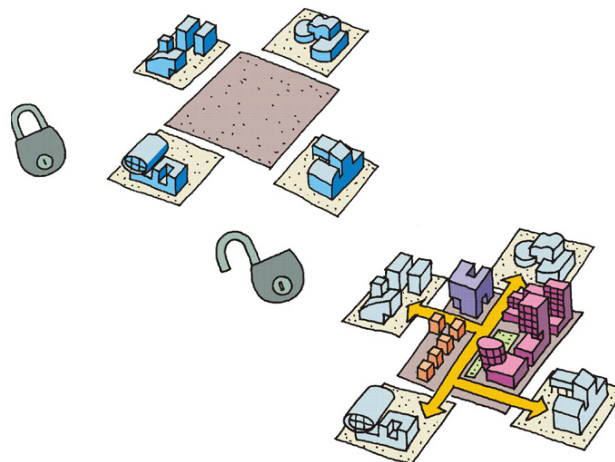
Build on the established strengths of the area.

The Lower Don Valley should retain its status and grow as one of Sheffield's foremost locations for employment and leisure. The Masterplan strives to diversify opportunities and improve the quality of employment by attracting professional and financial sectors, IT and media, tourism and leisure sectors not currently present. To ensure a competitive future, new development should continue to build on the area's existing strengths of sports, leisure, manufacturing and retail.

As a premier shopping and leisure destination, the role of the Lower Don Valley as a regional tourist destination must be reinforced. The Masterplan must build on Sheffield as a destination and establish the Lower Don Valley as a regional tourist and leisure destination. The future form and function of the Lower Don Valley must complement the City Centre redevelopment. A stronger gateway experience must be created for the Lower Don Valley that will positively contribute to an improved image and identity for both the Valley and the City of Sheffield as a whole.

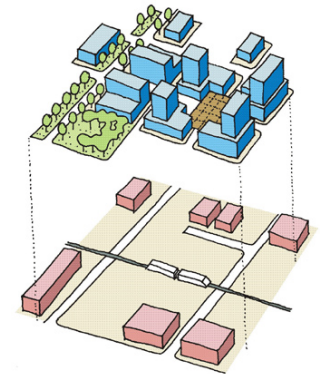
Open up development sites to allow for future investment.

One of the core objectives of the Masterplan is to create the appropriate conditions and physical environment across the study area to make it attractive for inward investment. Additional developable sites must be provided to allow for this additional investment. Higher value uses should be clustered around existing areas of strength to secure the highest return possible.



Direct new uses to locations that support appropriate infrastructure.

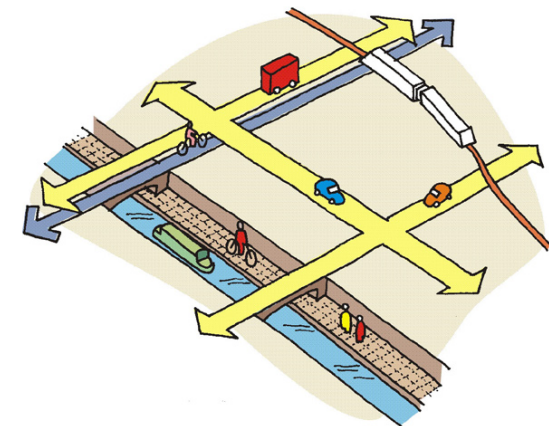
Accessible, high quality and diverse development should be introduced around a more responsive and logical urban structure of streets, buildings and open spaces. Higher density new development should be located in proximity to public transport services and higher capacity road networks. Any new roads proposed should facilitate additional new investment and foster enhanced accessibility to and from the various districts of the Lower Don Valley.



The road, rail and open space systems should work in harmony and support a clear hierarchy.

Provide a balanced and logical movement network.

To allow for the introduction of quality new development, investment in road infrastructure and public transportation improvements are required. A fully connected and appropriately scaled movement network (avenues, roads, pathways, trails) should be established allowing for the introduction of a clear hierarchy of streets, each supporting appropriate uses and a distinct character. A logical, safe and well-connected movement system will be introduced to allow complementary uses to be clustered and clear connections made between destinations.

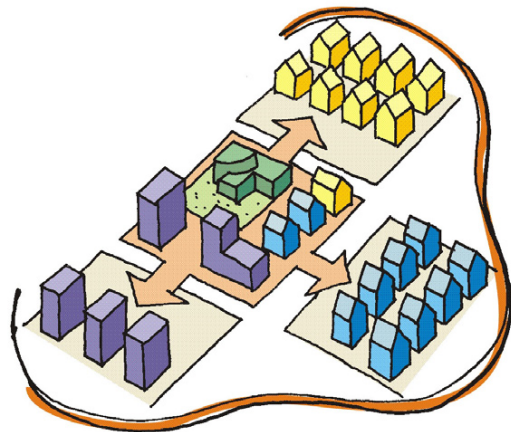


A good balance between vehicular traffic, public transport, cycling and pedestrians must be pursued to meet the needs of sustainability and create a safe, high quality public realm for all. To ensure that the social and economic opportunities generated by the redevelopment of the Lower Don Valley are physically accessible to local residents, the area must be integrated with surrounding neighbourhoods.

Create sustainable communities & provide social infrastructure for long-term success of the area.

New sustainable communities will be created and integrated with existing neighbourhoods to provide increased residential densities, additional community services and amenities, and quality infill development. Significant new residential communities will need to be introduced at a scale large enough to improve its image. Housing choice will be extended through the provision of a diverse range of housing types, sizes and levels of affordability.

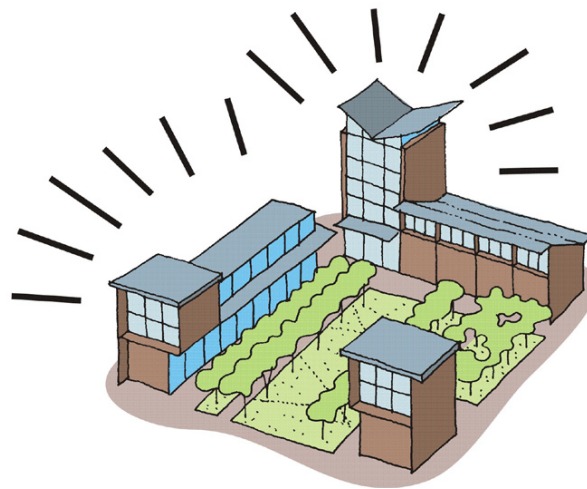
New residential developments should help to better connect established residential areas to the amenities provided within the Lower Don Valley. To reduce levels of social exclusion in adjacent areas and help meet the needs of future communities, the redevelopment of the Lower Don Valley must improve the quality and range of neighbourhood services and facilities. These services should be centrally located and accessible to all. Such community services must be provided at the earliest possible phase of development to support both new and existing residents. Mixed uses should be encouraged where appropriate and travel via public transport, cycling and walking promoted between local destinations.



Inspire a quality urban experience and promote architectural and public realm design excellence.

If the Lower Don Valley is to be successfully re-branded as a desirable destination for residential and commercial investment, all new building and public realm development must pursue the highest quality design possible. They should contribute to sustainable development and inspire an authentic sense of place. Development must contribute to an improved public realm through imaginative design and use of materials. A sense of safety must be inspired across all new developments. Flexible building types should be promoted.

Where appropriate, key structures and symbols of Sheffield's steel past should be retained and fully celebrated through design. Important industrial heritage features should be preserved as a reference to the Valley's rich past. This will contribute to an authentic and highly marketable identity for the area.



Use sustainability best practice.

At the heart of the process for developing the Lower Don Valley Vision & Masterplan is the need to deliver long-term sustainable communities which integrate economic prosperity, social inclusion and quality of life. To achieve this, future development must:

- encourage mixed use development where appropriate;
- aim to reduce reliance on the car and promote travel by public transportation, cycling and walking;
- encourage crime prevention measures in new and existing developments;
- support the most recent and best energy efficiency practices;
- enhance and restore natural features, including open spaces and waterways;
- provide a range of housing types and affordability;
- foster community safety and crime prevention measures in new and existing developments;
- provide community amenities, including learning and training opportunities; and
- expand and diversify the employment base through the introduction of new employment sites appropriate for the Valley.

The Lower Don Valley Masterplan encourages a broad mix of uses to serve the needs of both local and regional users. This mix of use - including living, working and playing - diversifies the area away from its traditional industrial focus and ensures that the Lower Don Valley will be able to meet the needs of its new communities and visitors well into the future.



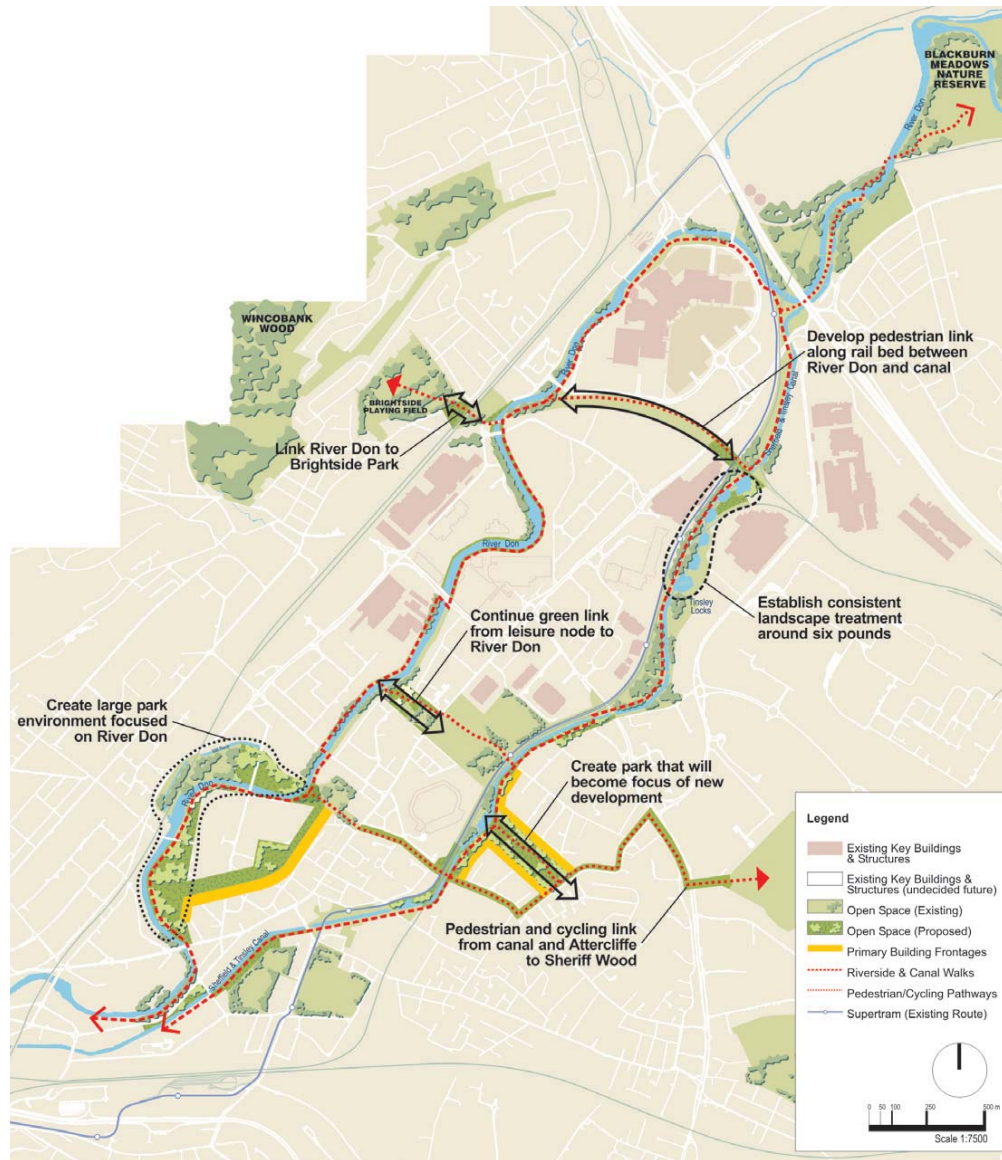
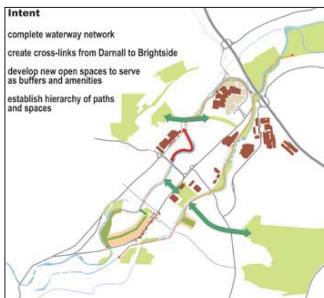
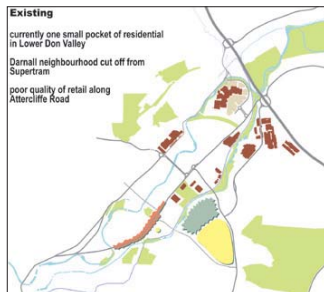
5.2 A Strategy For Change

Building upon the above eight strategic masterplan principles, the Lower Don Valley Vision & Masterplan presents five core strategies that together, once implemented, will realise the Vision and achieve the overall objectives of regenerating, re-integrating and redeveloping the Lower Don Valley.

Each of the five core strategies contains a bundle of projects that respond to different local issues. These five strategies form the foundation of the Masterplan Study and act as the “big moves”:

- ① Maximise the Area's Natural Heritage Value: New Parks and Open Spaces
- ② Introduce a Residential Population based on core principles of sustainability.
- ③ Maximise Supertram Benefit: Realign and extend the Supertram through the heart of the Valley and on to Rotherham Town Centre.
- ④ Create a stronger movement network of roads and paths to open up development opportunities, create settings for investment and relieve congestion.
- ⑤ Capitalise on Existing Assets to act as attractors and catalysts for change across the area.





5.3 The Core Strategies

Core Strategy 1: Maximise the Value of the Area's Natural Heritage

Despite its industrial past, the Lower Don Valley contains an abundance of wonderful natural features and open spaces. Unfortunately, to date, many of these natural features have been underutilised, are inaccessible or remain hidden from view. The Masterplan will rediscover many of the Valley's existing natural attributes - namely the river and the canal and their related network of open spaces - and use them as structuring components of the plan.

As part of the Masterplan, a hierarchy of open spaces will be introduced, relating to different levels of use (regional, city, neighbourhood parks and open spaces). These green oases will act as a vital source of community activity, recreation and amenity for the new residents of the Lower Don Valley, as well as those in surrounding areas and across the city.

Ten hectares of new parks, playgrounds and community open spaces will make a positive contribution to the greening and re-imagining of the Lower Don Valley towards a softer, more pleasant environment. These open spaces contribute to the creation of a distinctive and positive sense of place and create the settings for higher value development.

Across the area, a high quality public realm will be introduced to help attract new investment and provide attractive settings for new uses, such as offices and housing. The Lower Don Valley will be more accessible to all types of users. New pedestrian and cycle links and an expanded local road network will better connect the area both internally and externally to adjacent communities.

The canal and river will be better integrated into the area's movement network. There is potential to make more of the long stretches of river and canal which are currently hidden to the visitor. This may include the provision of more safe moorings along the water, as well as an on-going emphasis on maintaining a clean river/canal side environment.

Waterfront areas for eating, drinking and relaxing play an important role in creating a sense of place. Such areas are proposed at Meadowhall (on the river) and in the Sports & Leisure Hub (along the canal). New pedestrian and cycle routes are proposed in partnership with Sustrans, the National Cycle Network and British Waterways. Water, though under utilised, is an important local amenity. The canal and river will play a central role in the area's regeneration efforts. In total, the Masterplan proposes 1,900 metres of canalway repair and 2,400 metres of riverside improvements.

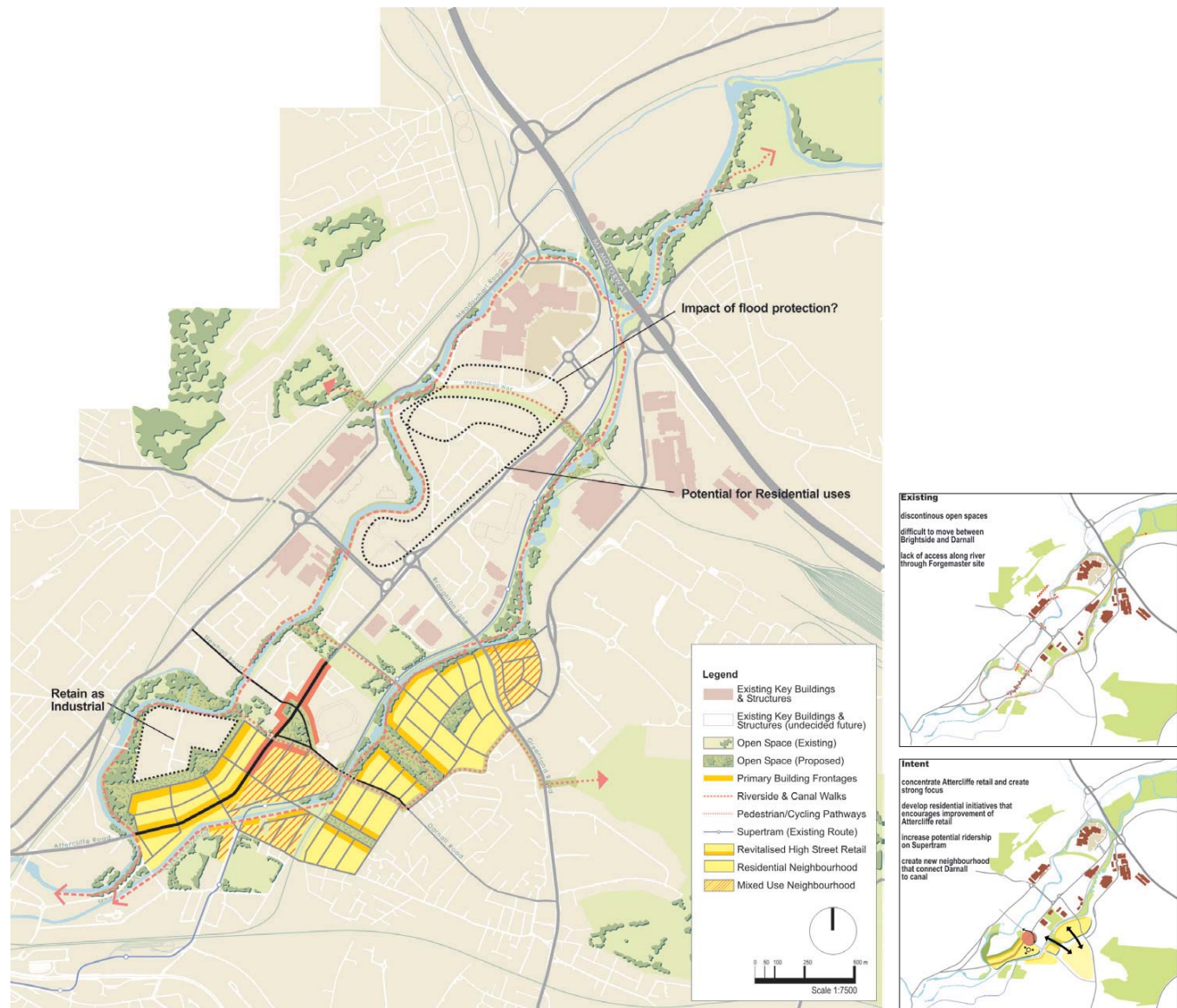
Core Strategy 2: Introduce a significant Residential Population

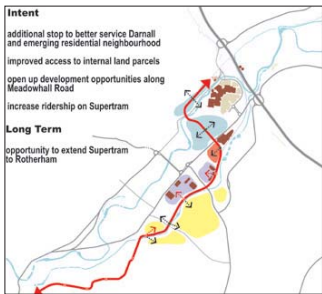
Although a geographically significant area of more than 400 hectares, the Lower Don Valley Study Area contains only a very small local population. Consequently, to generate the required demand for new services and provide the most sustainable mix of use possible, a significant new residential population is proposed for the Lower Don Valley.

Over the next twenty years the Lower Don Valley will be repopulated, becoming a desirable and sought after address for residential living. It will be a vibrant and attractive place to live situated close to all required amenities, premier shopping, a diverse variety of employment, public transport links, quality green spaces and recreational opportunities.

Attercliffe Village will be repopulated and once again become an authentic neighbourhood centre. A totally new neighbourhood is proposed for the area south of Meadowhall. To successfully re-image this area, this community will need to be of a significant scale. A residential population of up to 12,000 people will create demand for new services and businesses across the Lower Don Valley and Sheffield as a whole.

Each of the proposed residential areas will be unique in character and provide a range of housing styles and tenures, for all levels of affordability. In total, the Masterplan proposes that approximately 4,000 new homes be constructed across the Lower Don Valley.





Core Strategy 3: A realigned and extended Supertram

Due to the Lower Don Valley's privileged access to a comprehensive public transportation system anchored by the multi-modal interchange at Meadowhall Shopping Centre (providing easy access to the Supertram, buses and national rail), an objective of the Masterplan is to create a sustainable transport system and reduced reliance on the car. This involves a realignment and proposed extension of the Supertram through the heart of the Lower Don Valley and onto Rotherham Town Centre.

Only serving one side of the Valley, the existing Supertram route is too isolated and fails to support the development aspirations of the Study Area. The re-alignment provides the opportunity to exploit the untapped development potential across the Valley, allowing for the introduction of new uses to the area. In addition, the connection through to Rotherham will provide an alternative route and help to relieve commuter congestion around Junction 34 and along Sheffield Road.

The realigned Supertram will also increase ridership levels by encouraging new higher demand uses such as offices and housing, to locate within the Lower Don Valley. This is an ideal opportunity to ensure that all visitors and residents of the area are never far away from a major form of public transport.

Traffic will be managed and congestion eased through a series of interventions, including demand management and new routefinder and message signing. In addition, new priority bus corridors with priority measures could be introduced along key routes of the expanded road network. There is an opportunity to make these routes 'green' as part of a Low Emission Zone.

Up to five new Supertram stops are proposed and approximately two kilometres of track required. A dedicated bus route is also envisioned.

Core Strategy 4: A Logical and Well-Connected Movement Network

The Masterplan aims for the most efficient movement of people and vehicles around the Lower Don Valley whilst maintaining a clean and accessible environment. The mixed-use nature of the Masterplan will keep demand for external trips to a minimum.

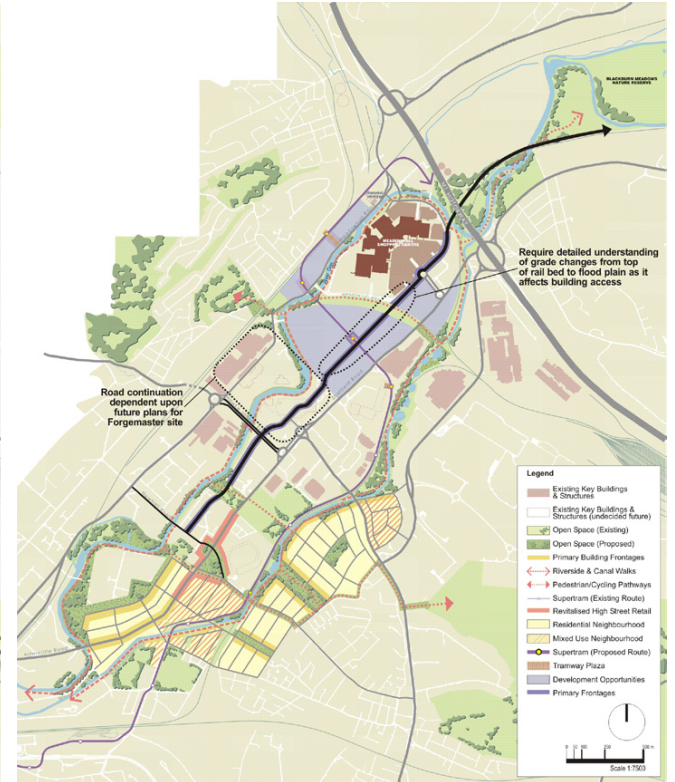
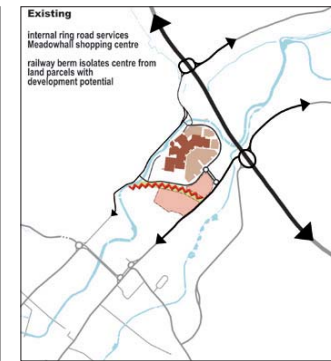
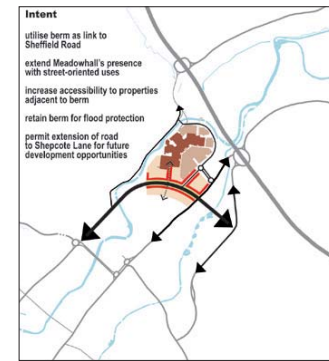
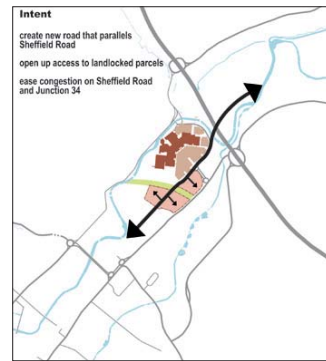
The Masterplan recognises that overcoming physical barriers and creating much needed east-west local routes will require new road construction. An enhanced road network will improve access to facilities and amenities, generate local employment opportunities and remove constraints to economic growth.

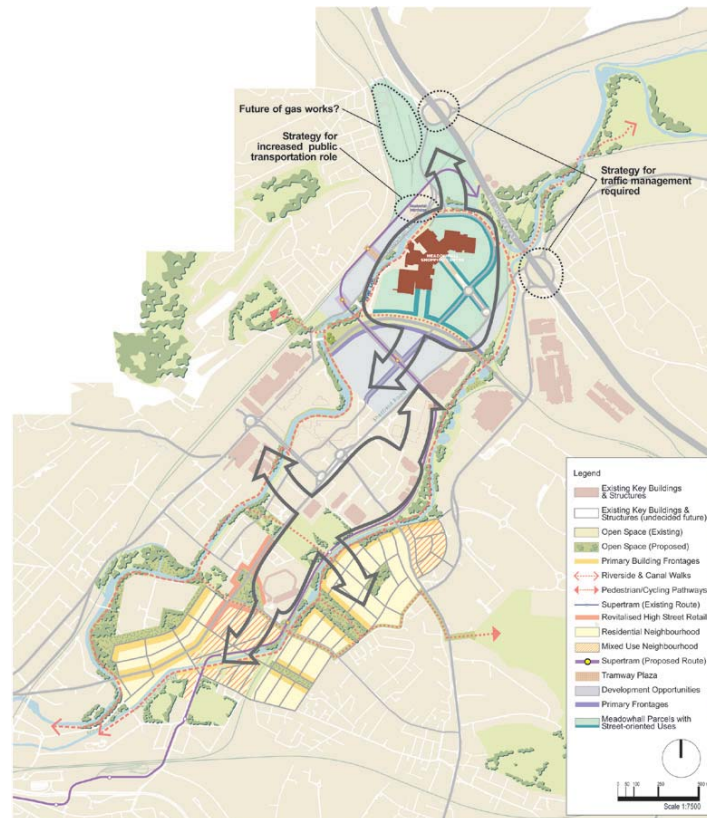
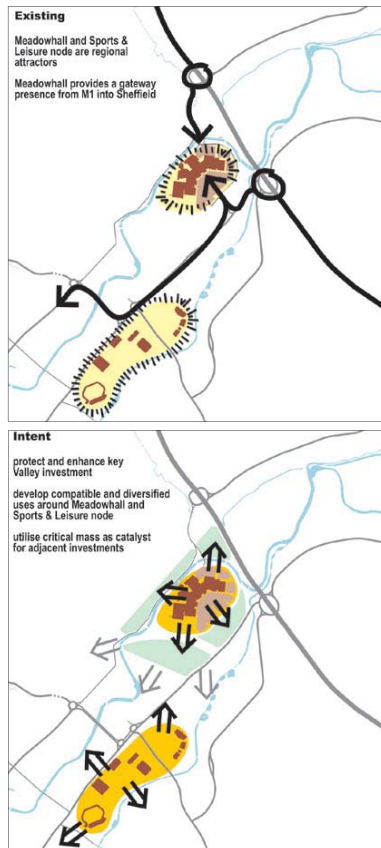
The Masterplan proposes the introduction of a series of new local roads and pedestrian and cycle paths to open-up new development sites and, where possible, connect through to adjacent areas. New north-south roads will dissect formerly landlocked development parcels and create a greater choice of routes into and out from Sheffield City Centre. This will create new development opportunities, ease traffic along Sheffield Road and create a more pleasant environment. New bridges are proposed over the Don River to link to the west, whilst green park connections will stretch eastwards into Darnall.

Today, an obsolete railway bed functions as a major physical and visual barrier between Meadowhall and the derelict industrial lands to the south. The Masterplan proposes to lower the bank and utilise it as the base for a new boulevard. This street will be well landscaped, pedestrian-friendly and generous in width. It will serve as the new front door address for both Meadowhall and adjacent future developments and connect Brightside Lane to Sheffield Road. The rail bed will be lowered enough to remove its role as an impediment to pedestrian movement whilst retaining its function as a flood barrier.

This new link will make redundant the existing Meadowhall Way and also serve to further regularise the block structure of the Central Zone. The new road will contribute to the overall infrastructure investments necessary to attract private capital to the Lower Don Valley.

As identified in Core Strategy 1, the development of new walking / running / cycle routes along the canal towpath, should be undertaken in partnership with the National Cycle Network, British Waterways and Sustrans – a sustainable transport charity that works on practical projects to encourage people to walk, cycle and use public transport in order to reduce motor traffic and its adverse effects. Sustrans' flagship projects are the National Cycle Network, Safe Routes to Schools, Safe Routes to Stations and Home Zones. Two new bridges are also proposed.





Core Strategy 5: Capitalising on Existing Assets

Over the past 20 years, substantial investment in leisure and sports facilities has allowed the Lower Don Valley to partially evolve into a major focus for leisure, retail, recreation and sporting.

The Masterplan builds on these assets by reinforcing its most recognised and successful developments, namely the Sports & Leisure Hub and Meadowhall Shopping Centre. The plan uses these well recognised facilities to act as investment anchors for higher value development proposals on adjacent sites.

Future investment in leisure and sports facilities will allow for the creation of a “must visit, must see, must do, must play” mix. There will be a critical mass of high-quality sporting activities, leisure venues and educational institutions, complemented by an appropriate mix of high quality commercial activities. The Lower Don Valley will inspire a differentiated mix of destination uses that cannot be easily replicated and does not imitate other locations.

Four cross-cutting themes underpin destination development in the Lower Don Valley:

- **Capitalising on Industrial Heritage** as a means of enhancing the Lower Don Valley’s sense of place. This could range from the preservation and integration of industrial icons into new development, to the animation and celebration of the Lower Don Valley’s industrial past through art and events;
- **Environmental Sustainability** is recommended, both as a means of raising the standard of the destination itself (in particular, the public realm) and as marketing tool to raise public expectations;
- **Animating the Waterways** running through the Lower Don Valley will greatly contribute to the destination experience – this will require making them open, accessible, safe and animated; and
- **Community Benefit:** each of the districts of the Lower Don Valley should provide benefit for the local community, in terms of accessibility and affordability, as well as opportunities for training and education.

The Lower Don Valley Vision & Masterplan recognises that a major factor in determining the success of Sheffield as a leisure and retail destination is the promotion of both the City Centre and the Lower Don Valley as complementary centres. Together, the City Centre and proposals for the Lower Don Valley will help to consolidate Sheffield’s position as the prime shopping, leisure and business locale in South Yorkshire and raise the profile of both centres to a wider regional and national audience.

The Role of a Large-Scale Visitor Attraction



There is no doubt that a large-scale visitor attraction can play an important role in the regeneration of an area. Not only do iconic developments generate footfall and local interest, but successful projects also garner national coverage and act as attractors for associated investment. However, despite the immediate appeal of this approach for the Lower Don Valley it is worth considering the implications of setting a strategy that demands a large-scale visitor attraction:

- Developments of this type are characterised by their high cost in capital terms and, consequently, high risk. There is almost always a need for large-scale public investment in both capital and revenue terms;
- The public funding climate for the development of such destinations is currently poor.

Accepting that an iconic destination comes at a high cost (both capital and revenue) and that the necessary public sector funding is not forthcoming, the feasibility of this approach is in doubt. As a further caution, it should not be forgotten that within the immediate vicinity there are two examples of National Lottery funded attractions, both of which are currently operating in extremely challenging environments (Doncaster’s Earth Centre and Rotherham’s Magna).

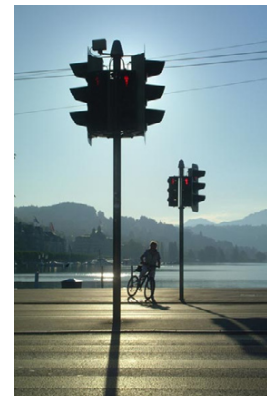
5.4 Transportation & Movement Strategy

There are a number of strategic transport improvements that need to come forward to enable the realisation of the Masterplan and to accord with planning and transportation policy requirements. These improvements form the basis of the Lower Don Valley Masterplan Transport Strategy, which takes the form of a multi-modal strategy that makes the best use of the existing highway capacity and augments this with improvements to alternative modes of travel such as the bus, tram and softer modes. As a critical component of the Masterplan, the Lower Don Valley Transport Strategy is presented at **Appendix D** and summarised below.

The Study Area has a large highway network incorporating access roads, local roads, trunk roads and a section of the strategic M1 motorway. A comprehensive multi-modal public transport network is in place throughout the Lower Don Valley which comprises heavy rail, bus, coach, Park and Ride and Supertram.

To capitalise on the identified spare capacity across the Study Area, the Lower Don Valley Masterplan Transport Strategy proposes eight key interventions focused on achieving three primary goals:

- ensuring that the transport system services the needs of local residents and businesses better, is accessible to all and integrates all modes of transport;
- introducing a new and more defined hierarchy of roads to improve accessibility to employment, residential and community facilities; and
- enhancing Public Transport as a central component of the sustainability objectives of the Masterplan.



5.4.1 Transport & Movement Interventions

1. Integrated Land Use

At present, internal movements within the masterplan area are very low. Hence, the opportunity to improve this situation through land use mix, an improved environment (including safety issues) and the reduction of walk and cycle times between land use types.

Integrated land use forms a core component of the transport strategy; mixing different development types results in differing travel demands and a more balanced system overall with different peak periods for each land use type (e.g. residential peaks differ to that of leisure, retail, industrial and office uses).

With a good mixture of uses there is the ability to increase trip linkages to certain land uses (such as residential, work and retail), whilst also providing the opportunity to shorten the length of trips and encourage alternative non-vehicular modes of travel. The Masterplan aims to promote interaction between land uses.

2. Park & Ride Facilities

Park & Ride facilities play a critical role within the transport strategy for promoting the use of more sustainable public transport modes. Evidence suggests that there is potentially a large suppressed demand for Park & Ride facilities within the Study Area and, in fact, Sheffield as a whole.

Although an important element of the transport solution, the perceived capacity issues at Junction 34 (both north and south) dictates that a strategic approach to providing Park & Ride facilities *away from the area* is required. It is recommended that further investigation be completed as to the suitability of Junction 33 and Junction 35 for additional Park & Rides.

Any facility at Junction 33 could feasibly run a bus service to Rotherham and one to Sheffield via the Airport Business Park through the Lower Don Valley to Sheffield City Centre. A facility at Junction 35 could also serve Rotherham and could utilise a dedicated link that runs parallel with the motorway to the Meadowhall interchange into the Lower Don Valley and on into the City Centre (this service could also link with the Airport Business Park, if desirable).

Although the strategic Park & Ride concept will cater to motorway trips it will not be suitable for more local trips. Therefore, it is felt that in order to promote public transport, local Park & Ride should still be supported and augmented. These currently exist not only at the Meadowhall

Interchange but also at Centertainment. Locally, a combination of Park & Rides at locations off Sheffield Road and Meadowhall Road, in combination with Supertram extension and the development spine, would mean that trips have a number of alternatives to travel between Rotherham and Sheffield. This may therefore lead to improvements in both capacity and attractiveness.

Parking policy will be a key element to the success of the transport strategy and must fully mesh with a number of other initiatives, including Park & Ride. Within the Study Area, a package of driving disincentives may be required. This package could possibly include limiting parking availability, parking charges and improvements to alternative modes of transport.

3. Supertram Extension & Realignment

The existing Supertram route through the Lower Don Valley provides stops mainly at leisure destinations within the Valley which are very peaked in terms of hours of operation (i.e. evening peaks). Due to the Supertram's route hugging the Canal, there is a lack of penetration into residential or employment areas within the Valley.

Currently South Yorkshire Passenger Transport Executive (SYPT), in association with Sheffield and Rotherham councils, are investigating possible route extensions. One of the proposed corridor extensions is from Meadowhall to Rotherham Parkgate via the Town Centre. This would provide a huge benefit in terms of accessibility. The extension places significant emphasis on public transport for current trips from Rotherham to Sheffield and vice versa and provides a great opportunity to influence the modal shift of travellers to, from and through the Masterplan Study Area.

In addition to the proposed extension, to achieve the greatest levels of penetration for the Lower Don Valley and improve access to the Supertram, a diversion of the route is proposed through the heart of the Study Area. At present, the existing route is too isolated, only serves one side of the Valley and fails to support development aspirations. The re-alignment provides an ideal opportunity to ensure that all visitors and residents of the area are never far away from a major form of public transport.

The additional benefit of the realignment of the Supertram provides the potential to increase development density and mix around the tram stops, in a sustainable manner which, together with parking provisions, will lead to a heavy increased usage of public transportation in the area.

4. Bus Network Improvements

Whilst the current bus provision is relatively comprehensive, it only serves the strategic routes along the Meadowhall Road and Sheffield Road corridors, and does not penetrate the Masterplan sites. To augment the mix of land uses, it would be prudent to provide a dedicated bus service through the master plan area to link up with the surrounding communities. This service will provide a dedicated link to employment opportunities from the neighbouring communities of Tinsley, Darnall and Brightside. This will need to be adapted to a local development context through consultation with SYPTE and the bus operators.

Bus priority is an important part of the existing strategy within the Lower Don Valley. The introduction of Gold and Silver bus routes have shown the areas that will be targeted for bus priority, namely the Sheffield Road (Gold) and Meadowhall Road (Silver). The potential provision of Park & Ride facilities to the north and south will also look for bus priority measures to ensure that bus times are favourable to those of the car.

In general, all bus stops and other public transport interchanges must be secure, well maintained and provide adequate levels of travel information.

5. New Spine Road Access

The concept of the Sheffield to Rotherham link road is not new. This link was originally proposed by SCC to as an alternative route for local traffic between Rotherham and Sheffield and as an effort to reduce congestion on Junction 34 south. This would also provide improved bus journey times through the Junction and help open up the wider area to regeneration opportunities.

The Masterplan revisits the Link Road proposal and expands the concept beyond strictly local access to a potential high quality public transport route through the heart of the development area in the middle of the Lower Don Valley. This significantly expands the regeneration benefits of the proposal.

Whilst access to the major development sites is a key to this spine road, it will need to be maintained as local access. There will also need to be a requirement for the eastern section of this road to carry strategic east-west traffic, but this will need to be tied back into the strategic network as soon as possible. Therefore, the need to prevent 'rat running' traffic and increase bus journey times is paramount. A series of bus gates and other bus priority measures will be required to ensure that the nature of the road is not compromised as a pedestrian and cycling friendly environment which will accommodate local access only.

6. Rail Improvements

The rolling stock used on the local routes is at present of poor quality and does not have a large capacity. There are a number of potential improvements to the local heavy rail services in the area. However, these will be governed by the SRA, Network Rail and the Train Operators. Consequently, it is felt that rail initiatives should generally be seen as longer-term aspirations. Further and more detailed discussions will need to occur between SYPTE, Network Rail and the Train Operating Companies.

7. Traffic Management & Travel Planning

The area around Meadowhall Shopping Centre has been identified by Sheffield Council as a prime location for the introduction of traffic management measures. An intelligent traffic management system is proposed using two levels of signing:

- *Strategic Variable Message Signing* where information is provided to drivers within the overall motorway and road network such that drivers can make strategic route choices based upon 'live' information presented to them; and,
- *Tactical Variable Message Signing* where specific information relating to car parks or event venues is displayed to provide both guidance and information relating to the availability, or otherwise, of car parking spaces.

Travel planning will be especially important to the commercial elements of the Masterplan and should be encouraged from the outset. Residential areas will be harder to manage than commercial developments, although issues such as Car Clubs and sharing schemes should be encouraged.

8. M1 Motorway Improvements

A significant amount of work has already been undertaken by Sheffield Council and the Highways Agency (HA) in efforts to improve the local and strategic highway network. At present, both the HA and SCC are undertaking a feasibility study into potential improvements to Junction 34 (south) as part of the MOUSTI study into development potential of the area. The results of this study will not be known until after the completion of this study. It is considered that more detailed analysis of the highway network can be undertaken by SCC once the Masterplan has been agreed.

To complement the work being undertaken at present by SCC and the HA, a strategic review of highway capacity issues and potential improvements was undertaken as part of this study. In summary, the main recommendations from this study for strategic highway and local improvements include:

- closure of the Bawtry Road exit onto Junction 34 South and the Shepcote Lane exit onto Junction 34 South;
- the development of the Spine Road;
- a dedicated off slip from Junction 34 south to Sheffield Road;
- additional capacity enhancements on Meadowhall Road, i.e. widening and an additional northbound lane;
- improvements to Junction 34 North, i.e. a dedicated slip onto the motorway and localised widening (this may even materialise into a link road to Junction 35);
- remodelling of Vulcan Way junctions; and
- improvements to Meadowhall Road, particularly to Meadowhall Way and Weedon Street junctions.



South West Yorkshire Multi Modal Study (SWYMS)

There are a number of key transport elements that the Highway Agency is currently considering to help improve traffic flow on the M1 Motorway through the Study Area. These were originally derived as part of the South West Yorkshire Multi Modal Study (SWYMS) and include:

- *M1 - VMS / Speed restrictions:* To manage speeds along the M1 and help cope with more traffic. This may have issues relative to air quality and it is for the HA to complete any studies in relation to speed restrictions.
- *SWYMS – 3 lanes on viaduct:* Reverting the Tinsley Viaduct to operate its original 3 lane width. This will be undertaken in conjunction with 4 lanes running before junctions 33 and 35, as described below.
- *SWYMS - 4 lanes Junction 33 to Junction 35:* Widening the M1 between junctions 30 and 42 to 4 lanes to increase capacity. If implemented, this would reduce congestion on the strategic approaches to Sheffield City Centre and providing some spare capacity around the Meadowhall Junction.

SWYMS - Road User charging: The SWYMS document highlights the need to apply an area wide road charging mechanism as the only way in which a significant reduction in the growth in traffic within the Study Area can be achieved. Road tolls may provide a stop-gap measure before an area wide congestion mechanism. This would be in order to control the levels of traffic using the widened roads. No road-charging scheme is likely before 2011.

5.5 The Lower Don Valley Vision and Masterplan

Within the existing physical context, the illustrative Masterplan synthesizes the 20 key initiatives.

The Vision and Illustrative Masterplan for the Lower Don Valley, can be dissected into four unique districts that comprise the study area in its entirety. While the districts should be seen as separate destinations offering distinctive experiences, each should be complementary to the next and work together to form a new, more contemporary identity and brand for the Lower Don Valley.

The four districts that comprise the Lower Don Valley Masterplan Study Area include:

1. **Attercliffe Village**
2. **The Sports & Leisure Hub**
3. **The Central Zone**
4. **Meadowhall Quadrant**

Legend

- | | |
|---|--|
| 1 New Residential Community | Residential |
| 2 Revitalised and Condensed Attercliffe High Street Retail | Leisure |
| 3 Attercliffe Square and the restored Adelphi Theatre | Community Use |
| 4 Destination Leisure Uses | Business |
| 5 Waterway Recreation & Community Centre on the Canal | Retail |
| 6 Boulevard of Sport | Institutional |
| 7 Community Centre | Hard Landscaping & Public Realm Improvements |
| 8 New Business Park | Open Space |
| 9 Reconfigured Meadowhall Retail Park | Primary Road |
| 10 New Boulevard for Supertram Diversion | Secondary Street |
| 11 New Roadways | Existing Supertram Stop |
| 12 Meadowhall Square anchoring new pedestrian street | Proposed Supertram Stop |
| 13 Prestige Office Development | Pedestrian Pathway & Cycle Route |
| 14 Pedestrian Connection to Adjacent Communities | Water's Edge Pathway |
| 15 Realigned Supertram Route extending to Rotherham | |
| 16 Improved Multimodal Interchange Station with expanded parking provisions | |
| 17 Halfpenny Link to Sheffield Road | |
| 18 Relocated Tinsley Supertram stop | |
| 19 Public Realm Improvements along Sheffield Road | |
| 20 Facade and Public Realm Improvements around Meadowhall Shopping Centre | |



The Vision

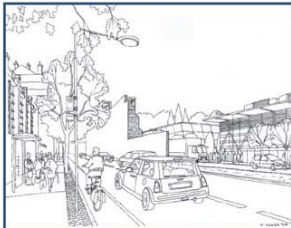
The Lower Don Valley is built upon a strong and diverse **economic base**. New businesses are attracted to the Lower Don Valley for its exceptional environment, easy accessibility and unrivaled reputation as a well supported location for business. A high quality new Office Park, set within a clean, green environment with strong connections to national, regional and local transportation networks, is the centrepiece of business activity. As one of Yorkshire's premier research and development centres for advanced manufacturing of metals, the Lower Don Valley is also home to numerous creative and digital industries providing specialised business services in areas such as sport, leisure, and communications. Employment and training opportunities are numerous for local residents – ranging from high-tech knowledge industries to hospitality and retail opportunities.



Outdoor Pedestrian Activity on Meadowhall Mews



Rail Embankment transformed into a Boulevard and Meadowhall Square



Improved Streetscaping for Brightside Lane

Revitalised Adelphi Theatre & Attercliffe Park



New Business and Residential Quarter around the Supertram Diversion

Cafes and Walkway: The Boulevard of Sport



Residential Development along the Canal



Across the Lower Don Valley, **new housing** has resulted from the success of the area's new commercial and business drivers. The new residential communities are the model of sustainability. A range of housing types are provided from traditional house form and terraced housing in Attercliffe Village to more contemporary house forms around Meadowhall. The new neighbourhoods are fully serviced by quality local **community facilities** providing all required amenities and support services. New shops, restaurants, cafés, bars and other convenience services contribute to the diversity of the neighbourhoods, particularly around the new Meadowhall Square and along the bustling Attercliffe High Street. Residential developments blend seamlessly with the adjacent neighbourhoods of Tinsley, Darnall and Brightside.

Additional **leisure and recreation uses** have been introduced to the Lower Don Valley, enhancing and invigorating its previous offer. This new investment reinforces the area's role as the region's premier sports and leisure destination. Its unique partnering with two world-class local universities and nationally recognised sports agencies has allowed the Lower Don Valley to provide comprehensive training and specialised educational services not available elsewhere in the region.

As a **nationally recognised destination** for sports, leisure and shopping, the Lower Don Valley continues to attract a greater numbers of visitors each year. A high quality, well managed public realm inspires continued re-investment in the area and provides an active, attractive and safe setting for visitors, workers and residents at all times of day and evening. Due to its award-winning City Centre redevelopment and Lower Don Valley regeneration programmes, Sheffield is now firmly established as a top destination for visitors within Britain. Visitors, businesses and residents of the Lower Don Valley are well served by an exceptional **public transport system** offering viable alternatives to the private car. Accessibility to the amenities and businesses within the Lower Don Valley is easy for pedestrians and cyclists due to the fully integrated and comprehensive path network. In partnership with Sheffield City Council and the Highways Agency, a comprehensive motorway solution has been implemented around Junction 34 which has allowed increased capacity and enhanced access to and from the motorway system into the Lower Don Valley and Sheffield City Centre beyond.

The Lower Don Valley is considered to be a **model of sustainability** in social, economic and environmental terms.

5.6 Regeneration Benefits

There is a clear and significant role for the Lower Don Valley in supporting the economic and social regeneration of Sheffield and South Yorkshire. The proposals presented in the Lower Don Valley Vision & Masterplan can significantly enhance the environment and quality of life for residents, through improved employment, learning, leisure and recreational opportunities. A comprehensive study of the regeneration impacts of the Masterplan is provided at **Appendix B**.

The proposals presented offer an exciting opportunity to achieve real and sustainable change in the Lower Don Valley, its adjacent communities and Sheffield as a whole. At present, the Lower Don Valley is characterised by a high level of SMEs, many of them serving only very local markets. Existing employment in the Lower Don Valley is around 12,500. Aside from the retail related jobs (up to 7,000), the remainder of the employment base is concentrated in the manufacturing, transport and utilities sectors. Many of these employment opportunities are in low grade, low pay and unsustainable activities (particularly in the industrial sector).

The Masterplan positively addresses key Council regeneration objectives and contributes towards the achievement of the wider City of Sheffield Vision to become 'A successful, distinctive city of European significance, with opportunities for all', by:

- Providing substantial new employment opportunities for local residents.
- Providing more local training and education opportunities at all levels
- Helping to attract more day and short stay visitors to the area;
- Increasing visitor spending in the local community, Sheffield City Centre and across South Yorkshire;
- Providing a range of new, high quality, high profile, leisure, health and recreational facilities;
- Drawing in additional major sporting and leisure events and activities;
- Enhancing the profile and brand identity of Sheffield and South Yorkshire;
- Supporting the City's objective of becoming one of the top leisure locations in the UK;
- Building on and enhancing the City's existing status as England's 'greenest city'; and
- Providing additional community facilities and amenities.

At the heart of the process for developing the Lower Don Valley Masterplan is the need to deliver long-term sustainable communities which integrate economic prosperity, social inclusion and quality of life.

The development of a major commercial and leisure development in the Valley, as proposed in the Masterplan, supports the City's strategy to reverse the decades of economic decline and urban dereliction through the creation of new and sustainable employment opportunities. The redevelopment of the Lower Don Valley will also underpin wider initiatives to improve the economic competitiveness of Sheffield.

The proposed development of major commercial floorspace will have employment and income generating effects upon the local economy and will support the employment generating impacts of the regeneration initiatives in the Lower Don Valley. In respect to job creation, the nature of the employment opportunities arising in terms of the ability of the local labour force to take advantage of new employment prospects and bridge skill gaps are important considerations. A number of these new activities such as prestige office and destination leisure will be specifically attracted by the potential to recruit from the local and sub-regional economies.

The creation of a sustainable community in the Lower Don Valley is dependent on the development of sustainable businesses that are competitive. The Masterplan will create a high quality competitive business environment that attracts such sustainable businesses and allows them to flourish. In the process, existing lower grade jobs will be supplemented by new jobs that are more diverse, higher paid and more sustainable (e.g. office, destination leisure and modern retailing activities). It is also anticipated that the local recruitment factor for the new employment opportunities will be high.

The new economic base of the Lower Don Valley will support the wider sustainability of Sheffield as a city and underpin its role in the Yorkshire and the Humber Region. Assessment of the economic base of the Valley and its surrounding area reveals the scale of the economic regeneration task and the important role the office, destination leisure and retail sectors are likely to play in securing future economic growth. The Lower Don Valley will work together with the City Centre to raise Sheffield's competitive position both regionally and nationally. The redevelopment of key sites will provide new opportunities for working, shopping and relaxation. The Lower Don Valley will become a very attractive and desirable destination in which people will want to invest, work, live and visit.

Key Economic Benefits:

- Creating an improved image for investment
- Maximising the leverage of existing attractors & locational benefits
- Complementing City Centre redevelopment to reinforce Sheffield's regional and national role
- 14,100 net new local jobs created for Sheffield
- 3,600 new construction jobs created across the region but based in Sheffield
- 17,400 total new jobs created across South Yorkshire
- Local Economic Output: £270 million per annum in Sheffield alone

Key Environment Benefits:

- Sustainable mixed-use development: live, work, shop locally
- A green corridor and expanded quality open space provision
- Site decontamination and remediation across the Lower Don Valley
- A comprehensive solution to flooding
- Capturing the benefit of the river and canal
- A stronger road hierarchy to reduce traffic congestion
- Reducing reliance on vehicles and providing an integrated transport strategy
- Enhanced quality of life

Key Social Benefits:

- Diversifying existing land use
- A new residential destination with approximately 4,000 new homes
- New formal and informal park and open space provision
- Connecting communities: green links, pathways & roadways
- Enhancing local services and community facilities
- Partnering opportunities with training & education providers
- New local employment opportunities at all levels