Regeneration and masterplanning in Sheffield

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What are your impressions of Sheffield?

How do you conceive the city?
Introduction

• Policy on sustainable urban development
• Context – historical background
• Place-making, environment & public realm
• Delivery & strategic planning partnerships
• Long-term management
To consider:

- Who are the key players in regeneration?
- What are the major trends?
- What are the outcomes so far?
- What are the future priorities?
Context: policy, practice & research in sustainable urban development

• EU cities & regions - Lisbon/Gothenburg agenda
  – sustainable jobs and growth
• UK sustainable communities plan
  “places where people want to live, work & play, now & in the future”
• Making EU cities attractive, vibrant & competitive?
  – compact, but not too dense
• Integrated approach to planning & management
Our shared history

Liège, 1650

Sheffield, 1737

Dortmund, 1647
Stark figures from the 80s & 90s: the challenge

• **Unemployment:**
  - Late 60s: 6,000 (2%)
  - Late 80s: 47,500 (16%)

• e.g. Steel employment:
  - 1971: 60,000
  - 1995: <10,000

Hey, 1995
Phase I

• Recognition:
  – Restructuring of local economy

• Reaction:
  – Redevelopment of brownfield land
Manufacturing sector employment
Meadowhall Shopping Centre
Service sector employment
Phase II

• Regeneration
  – focus on communities and environment
  – preconditions for recovery

• Rediscovery
  – of assets and heritage
Five Weirs Walk – River Don
Environmetal assets
Industrial heritage
Phase III

• Reappraisal
  – of strengths and weaknesses
  – of opportunities and threats

• Renaissance
  – EU urban policy
  – Urban Task Force
  – Increasing confidence in urban economies
Reappraisal

• **Strengths**
  – Housing
  – Quality of life
  – Universities

• **Opportunities**
  – skills
  – strategic location
  – networks

• **Weaknesses**
  – low entrepreneurialism
  – reliance on sectors
  – City centre

• **Threats**
  – global change
  – complacency & inward focus
Sheffield is ‘England’s greenest city’

Research outputs become marketing material!

Beer, 1998
Renaissance: 1999 City Centre Masterplan

1. Heart of the city - public realm
2. Expansion of commercial (office) market
3. Urban living – increasing housing density
New City Spaces (Gehl & Gemzøe, 2003)
Case study: Sheffield’s public realm, and its commercial property market
Evidence on the economic benefits of high quality environments

• The most convincing evidence of the positive economic impacts of public realm improvements come from the private sector
• Reports by real estate agents on Sheffield office property market (Knight Frank: 2004; 2006; 2007)
• Increasing confidence of investors & occupiers
• Reference to the positive impact of public realm improvements on the property market
2004

- Prime office rents: £15 per sq ft
- Leeds: £23, Manchester: £27.50 per sq ft
- Prime office yields: 7% (higher risk)
- Leeds & Manchester: 6.25% (lower risk)
- Public realm and river frontage ‘attractors’
- Quality of life issues and ‘green city’ reputation driving demand in office market
2006

- Prime office **rents**: £20 per sq ft
- Leeds: £25, Manchester: £30
- Prime office **yields**: 5.15%
- Leeds: 4.85%, Manchester: 4.75%
- “The strategy of using public funds to improve the quality of the offer and raise values has proved effective.”
- “The quality of build and environment are critical to take-up”
2007

- Prime office *rents*: £20.00 per sq ft
- Prime office *yields*: 5.0%

- “the radical overhaul of its civic areas…likely to increase company relocations and boost employment levels in the city.”
Growth in city-centre office market

• Between 2002 and 2006, office rents in Sheffield city centre increased by 42%
• A higher rate of growth than in any comparable English city
• However, this growth was from a low base, and prime office rents remain relatively low
Rents benchmarked against other UK cities
How has this been achieved?

• Devolution of decision-making from politicians:
• Strategic planning in partnership
• e.g. Sheffield First Partnership
• Public, private, non-profit sector
  – long-term view on funding priorities
  – balanced approach to decision-making
  – business-led AND community representation
• Identify and pursue shared interests
  – e.g. neat & tidy environment (CSI)
• Delivery by stable, dedicated & professional teams
Strategic planning partnerships

• ‘Shared interests’ approach pays dividends
• £250m public vs £1bn private investment in civic realm
• Not always popular with communities
  – fear of new
  – privatisation
  – loss public access
• We need new approaches for engagement, visualisation, negotiation and decision-making
PEOPLE SPACES CAN BE PROFITABLE PLACES…

‘place-making’
(project for public spaces)
A busy environment makes for safer and more attractive places…

…sustainable & competitive communities?
River Stewardship Company
River Stewardship Company

- river clean-ups;
- riverside patrols;
- response to fly-tipping, vandalism & graffiti;
- advice on wildlife habitats;
- Basic maintenance work.
City centre ambassadors
Community-led initiatives:
South Yorkshire Forest Partnership
Housing
(city centre masterplan)
House price changes

- 2000 £62,571
- 2006 £139,400
- % change 122.8%

- Relatively low compared with other Core Cities
- Percentage price rises very high
- Only Leeds and Liverpool saw greater increases

- A good or a bad thing?
Median price of semi-detached houses, 1999-2005

(Creative Sheffield, 2008)
Housing provision

• 83% of new housing land in existing urban areas,
• 15% is edge of settlement areas
• 2% is in rural areas
• largest amount of housing land in:
  – City centre area (22%)
  – South East (21%)
  – North (12%)
• of sites with planning permission, 95% of capacity is on brownfield land
Riverside (city centre living)
Housing demand

- Housing demand strong in West of city
- Little capacity for further development
- Constrained by the Peak District
- Market demand weaker in NE and SE
Index of Multiple Deprivation
Socio-economic deprivation

• The Index of Multiple Deprivation 2004 ranks Sheffield as the *sixth most income deprived Local Authority in England* out of a total of 354 Local Authorities.
Housing Market Renewal
Objectives of HMRs

- ‘Significant capacity for transformation’
- ‘Extend the quality found in SW to rest of city’
- Environmental enhancements to local centres in the North, South and East
- Housing density is particularly low in the Lower Don Valley at present
- Significant residential development can be expected in the Upper & Lower Don Valley areas
Changing urban form & land use pressures

• What are the play-offs between social, economic and environmental benefits?
• What are the differing/shared interests of government, business and communities?
• How can we negotiate ‘win-win-wins’?
Phase IV

• Repositioning
Benchmarking against EU cities

(Compete, 2007 / Eurostat)
Creative Sheffield, 2008
Characteristics of competitive cities

- quality of life - physical, social and cultural
- skills - highly mobile, skilled employees
- innovation (private, public & not-for-profit sector)
- diversity of economic activities
- connectivity - infrastructure & political networks
- strategic capacity
- strong leadership

(Parkinson)
Economic Masterplan

Central targets are to:

- increase GVA by more than £1 billion;
- create 30,000 net additional jobs;
- bring 16,000 more residents into employment;
- increase average incomes from £22,500 to £25,000;
- Growth: creative, cultural, legal, finance sectors;
- Translation into physical development?
Economic Masterplan 2008
Figure 5.2 Masterplan Spatial Principals
How to maximise social, environmental & economic gains?

• URSULA
• urban river corridors & sustainable living agendas
• www.ursula.ac.uk
• Redevelopment of urban river corridors
• Sustainable urban environment programme
• Geddes (Folk, Work & Place)
Riverside Business District
Thank you!
What are your impressions of Sheffield?

How do you conceive the city?
Discuss with neighbour:

• Who are the key players in regeneration?
• What are the major trends?
• What are the outcomes so far?
• What are the future priorities?
• How does this compare with Liège?

• Jacques to provide a response…
Summary - what works?

1. Devolution: of strategic planning to partnerships
2. Direction: clear masterplan with wide support
3. Distinctiveness: growing our cultural heritage
4. Dedication: stable teams of skilled professionals
5. Delivery: place-making is working
   – for society, the economy and the environment
6. Durability: long-term management is vital
7. Demonstration - knowledge-sharing is important
   (thank you Interreg)