

Our plan: An Icon Reborn

Our vision for Cole Brothers is simple: to restore this icon to its rightful place as a centrepiece and focal point of city life.

Alongside the many other exciting developments within the Heart of the City, the rebirth of this landmark will drive the continuing regeneration of Sheffield city centre, bringing people, jobs and creativity right back into the centre of the city.

The formula is simple:

- A groundscape filled with lively retail, food and drink
- Flexible workspace for Sheffield's best businesses above
- A few surprises dotted around in the basement and the roof

We've done it before, boldly reinventing department stores and bringing new life to grand old listed structures – back in Manchester's Northern Quarter with our Smithfield Buildings, remaking the colossal Fort Dunlop in Birmingham and reinvigorating Sheffield's very own icon of icons, Park Hill.



The old loading bay is being transformed into a bold, characterful point of entry directly from the street using the original loading bay entrance ramp, adding identity and presence to breathe new life into the building's south-east corner.

Our plan: Approach

- 1 **Light touch, maximum impact**
Our principle is simple: retain and reuse as much of the building fabric as possible – from the superstructure to the envelope and many internal partitions. Where elements have reached the end of their life, or limit future flexibility, they will be carefully removed. Everything else stays, celebrated and put back to work.
- 2 **Lit from within**
The ambition has always been to draw natural daylight into the centre of the building. A new atrium – cut through the upper floors – becomes the central spine, linking levels physically and visually. It brings light, air and nature deep into the building, reducing reliance on artificial systems and creating healthier, more uplifting spaces.
- 3 **Streets alive**
Large, singular retail spaces are divided into smaller, more flexible units, while previously hidden areas – the basement and loading bay – are opened up to create new public-facing spaces. The result is a more engaging, connected streetscape that brings the building and the city closer together.
- 4 **Open doors**
New and adapted entrances ensure every ground-floor use is directly and inclusively connected to the street. Small, thoughtful interventions make it easy to move in and out, inviting people in. No building is an island – Cole Brothers is integral to the city core, knitting in with surrounding streets and complementing the offices, shops, bars, and venues all around.

- 5 **Put to work**
Levels 1 to 3 offer flexible, high-quality office spaces that can evolve over time. Open-plan floorplates accommodate a range of occupancy models, while generous floor-to-ceiling heights and abundant light create inspiring, productive environments. Future-proof and adaptable, these workspaces are ready to respond to the changing demands of how we work.
- 6 **Elevated performance**
Where refurbishment is needed, we're improving the building fabric – including the upper floor windows and panels – to enhance thermal performance and reduce energy use. The roof is also being activated for on-site renewable energy, creating a low-carbon, efficient, future-ready building.
- 7 **Above and beyond**
The roof is transformed into accessible public space, with a restaurant or bar and external terrace reached via the main lift core. Future uses will build on this, enhancing rooftop activity, biodiversity, and public benefit.
- 8 **Open outlook**
Each office level enjoys terraces with direct access and views over Barker's Pool to the north, creating inviting spaces for work, breaks, and informal meetings.
- 9 **Shaped by Sheffield**
This is not a building with a single script. Instead, it's a flexible framework ready to be shaped in collaboration with the people and businesses of Sheffield. This is a building adaptable enough to evolve, and inclusive enough to welcome all ideas, from practical to ambitious and everything in between.



Ground floor up (and down)

We want to get people back into the building as soon as we can, which is why we plan to start from the ground floor up – as well as down.

Our aim is to create an active, vibrant frontage and streetscape that draws people into the building and the city centre.

High-quality, flexible spaces will accommodate retail, food and drink, leisure, arts, and cultural uses across the ground, lower ground, and basement floors.

Food and beverage uses will wrap around two sides of the ground floor, engaging Barker's Pool and Cambridge Street, complementing the activity already thriving there.

Meanwhile, the basement, lower ground floor and loading bay offer large, characterful, acoustically isolated spaces – perfect for leisure, arts, culture, and education.



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Design-led workspaces

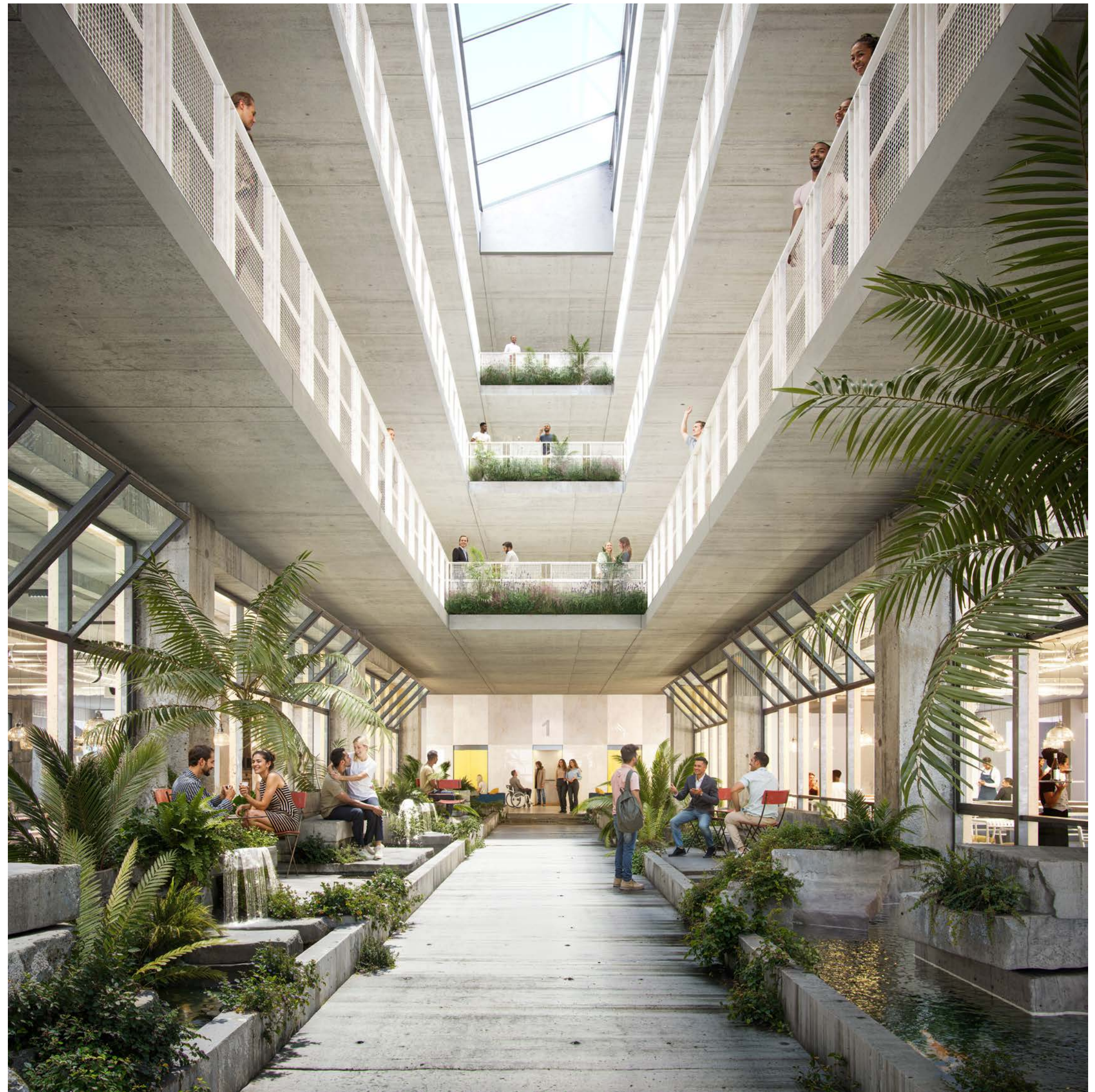
The upper floors are being transformed from retail spaces into bold, flexible workspaces, designed to inspire.

At the heart of the building, a dramatic new lightwell – created by removing the old escalators – floods the centre of the building with natural daylight, connecting the floors visually and spatially, and providing a key route up to the roof. This central spine brings life and energy into the heart of the building, setting the tone for the innovative workspaces above.

Floorplates are adaptable and ready to respond to the changing ways we work, with each level giving businesses the freedom to shape their own space.

Above it all, the roof becomes a space to use, enjoy, and share with incredible views across Sheffield. The multi-storey car park also supports activity with around 190 spaces initially for those using the building. As the building's uses evolve over time, parking may be reduced through a managed strategy, freeing up space for new uses and opportunities.

Every decision here is design-led. From the light that floods the central atrium to adaptable workspace floorplates, we're ensuring the building isn't just functional – it makes a statement. This is a place where the people and businesses of Sheffield can come together and make the building their own.



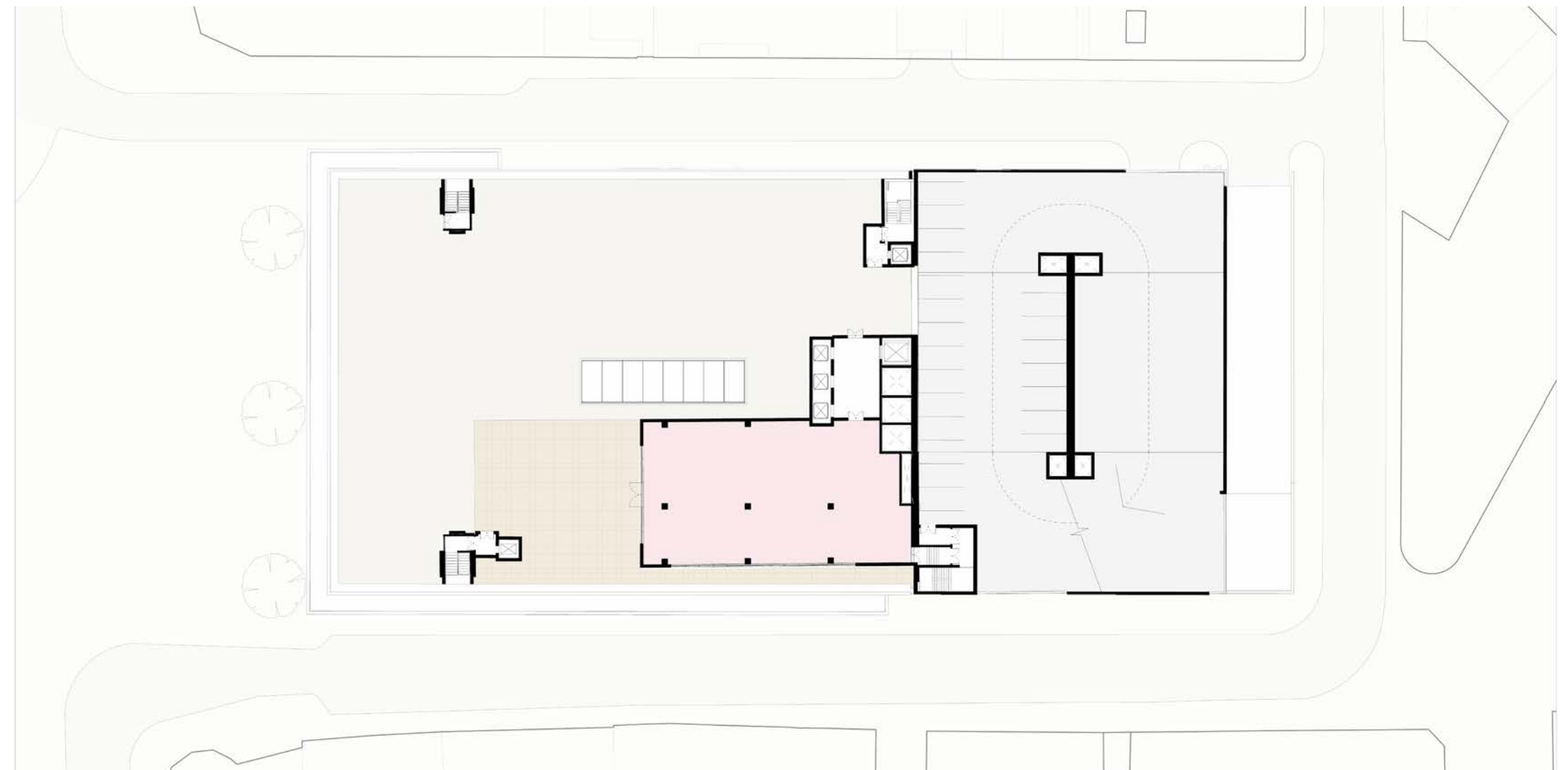
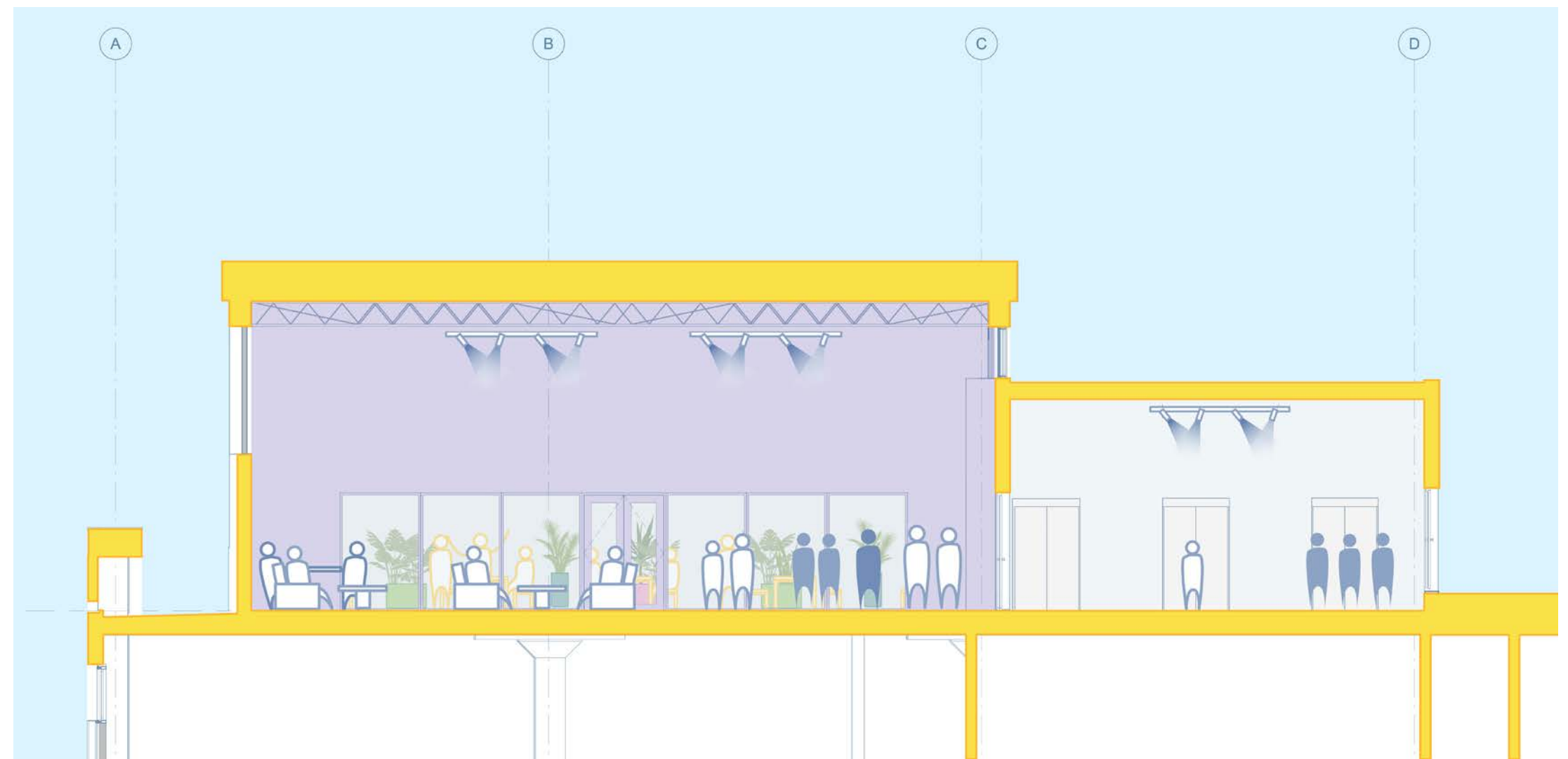
Sky's the limit

Long hidden from view, the roof of Cole Brothers will be transformed into one of the building's most exciting new areas – a place to gather, enjoy, and experience Sheffield from above.

New uses will be built around a flexible framework – reusing existing infrastructure, repurposing old spaces, and making the roof fully accessible via the main lift core.

The former plant room becomes a new restaurant or bar, complete with an external terrace with citywide views.

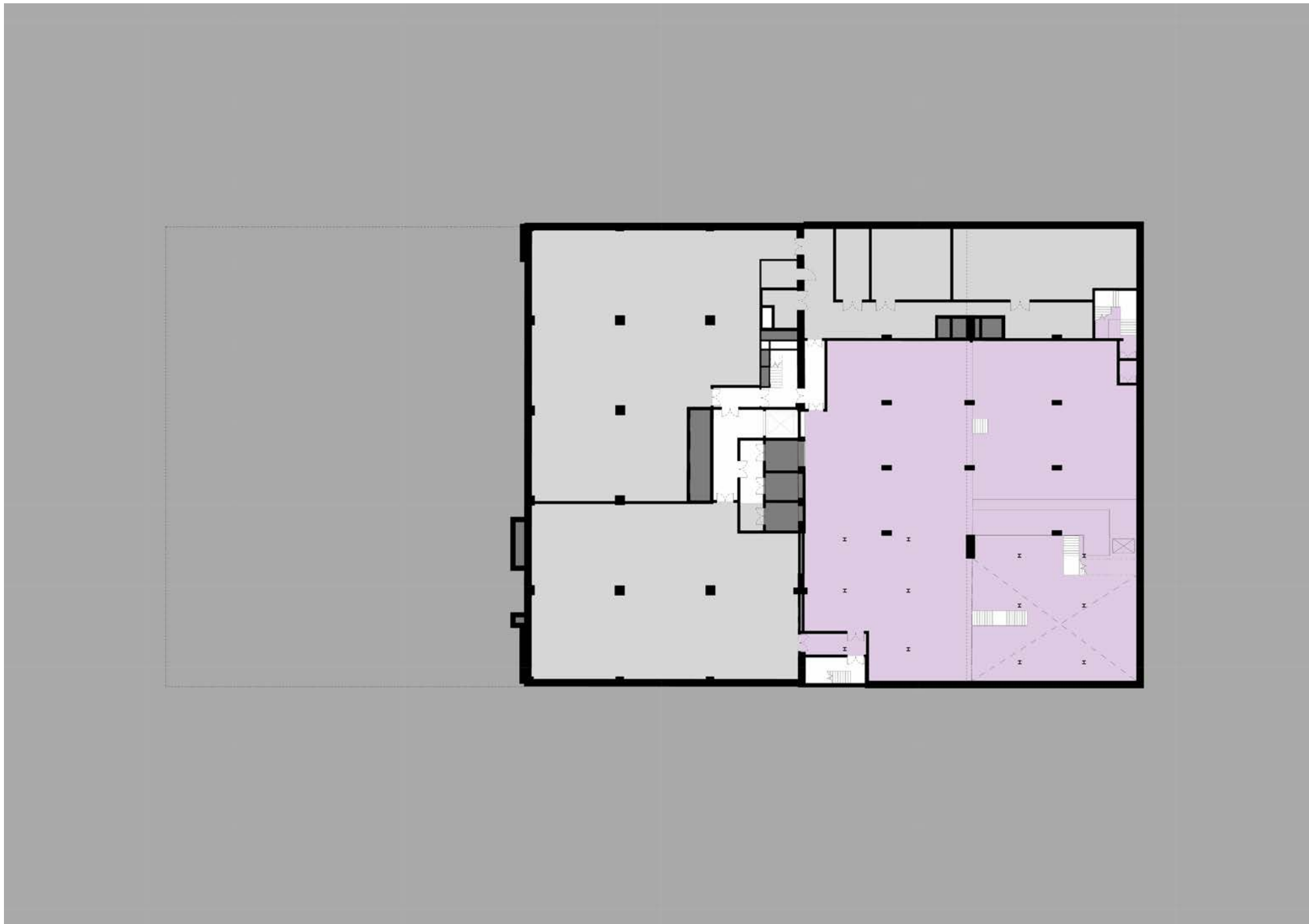
Future uses, from social spaces to cultural and community activity, will be shaped with the right partners over time, ensuring the rooftop evolves as a destination that's every bit as ambitious as the building itself.



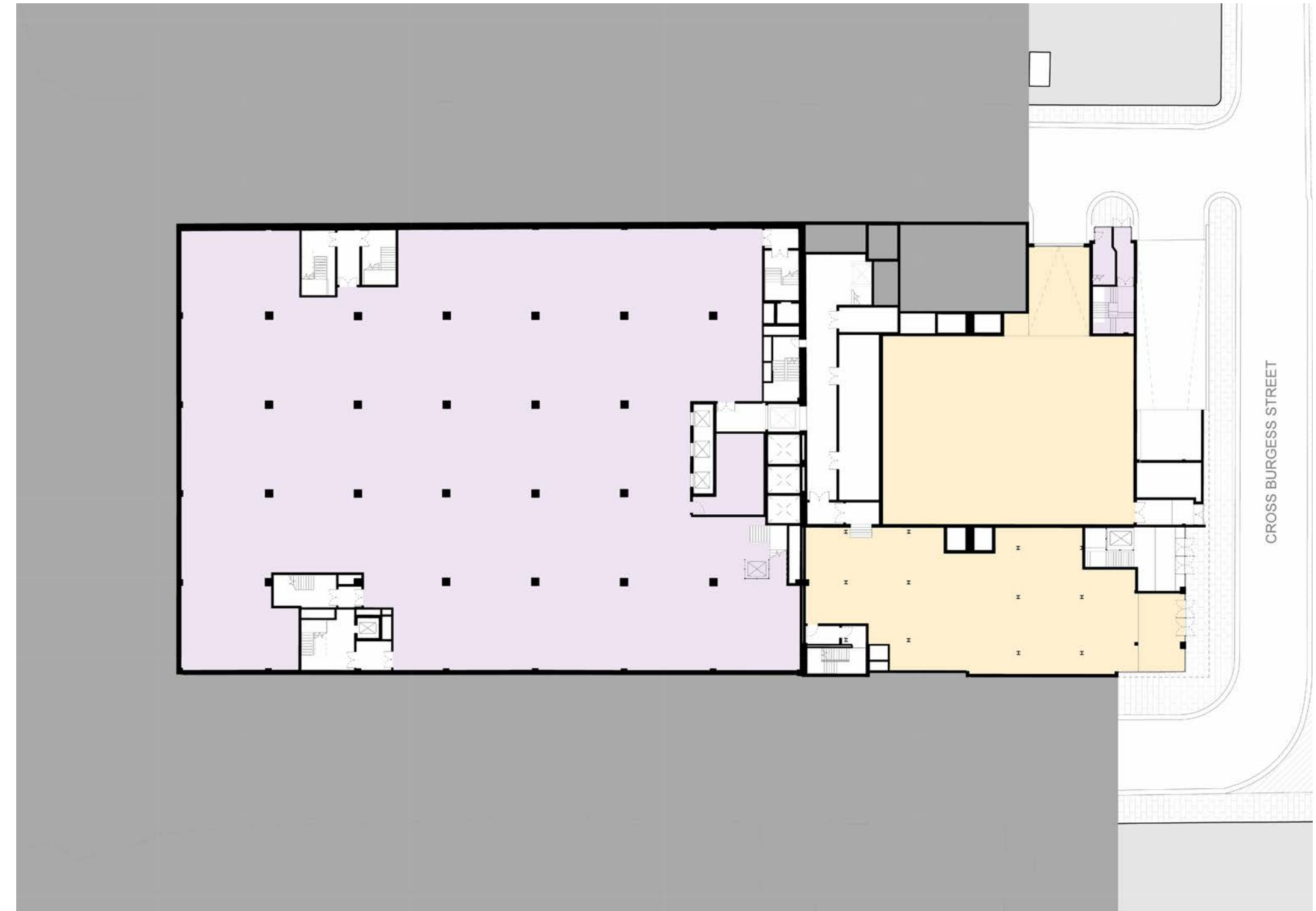
Flexible floor plans

Floor plans that work for a range of different businesses and uses.
All sub-divisions shown are for indicative purposes only, as the space remains flexible for how businesses want to use the space.

BASEMENT



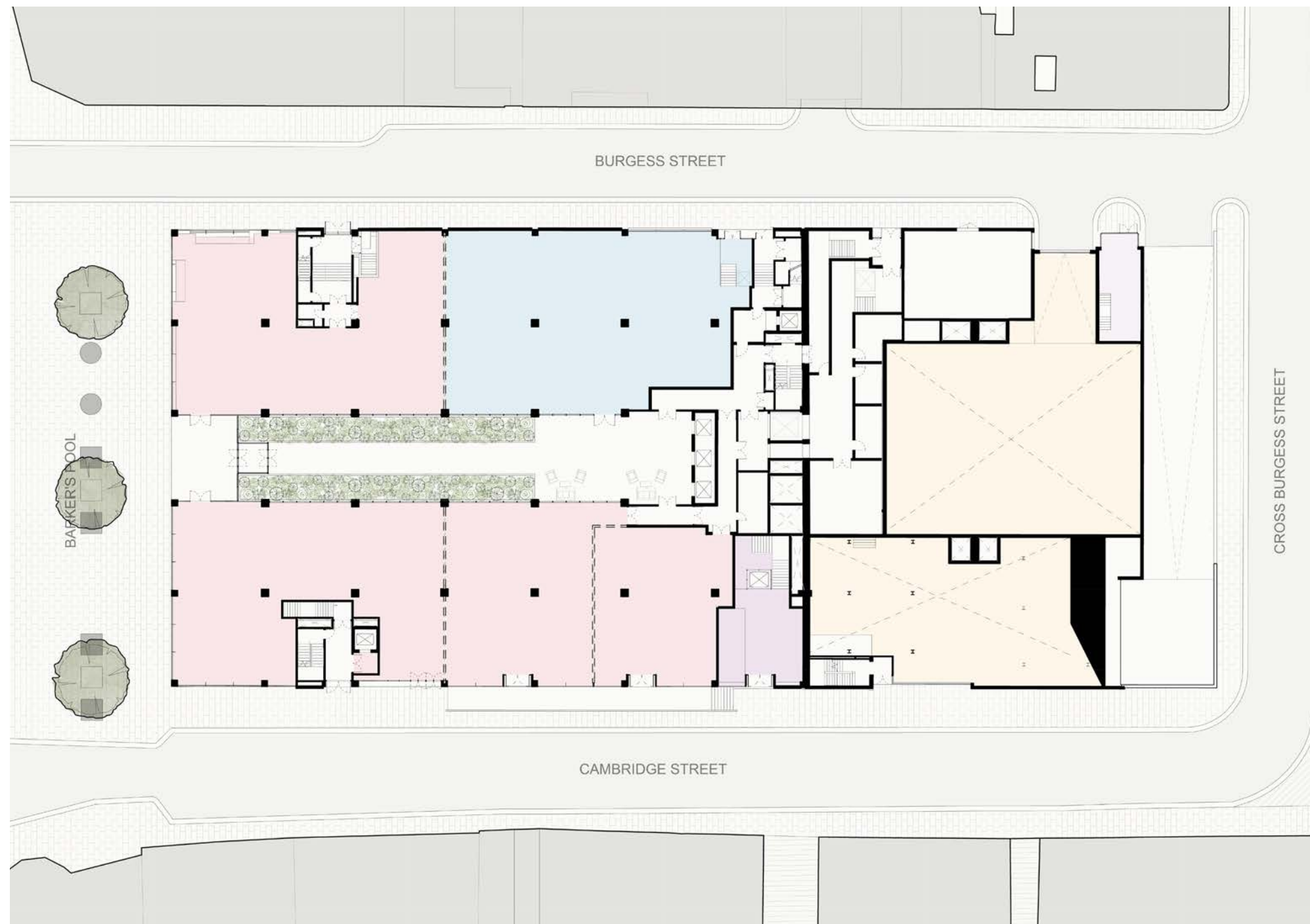
LOWER GROUND FLOOR



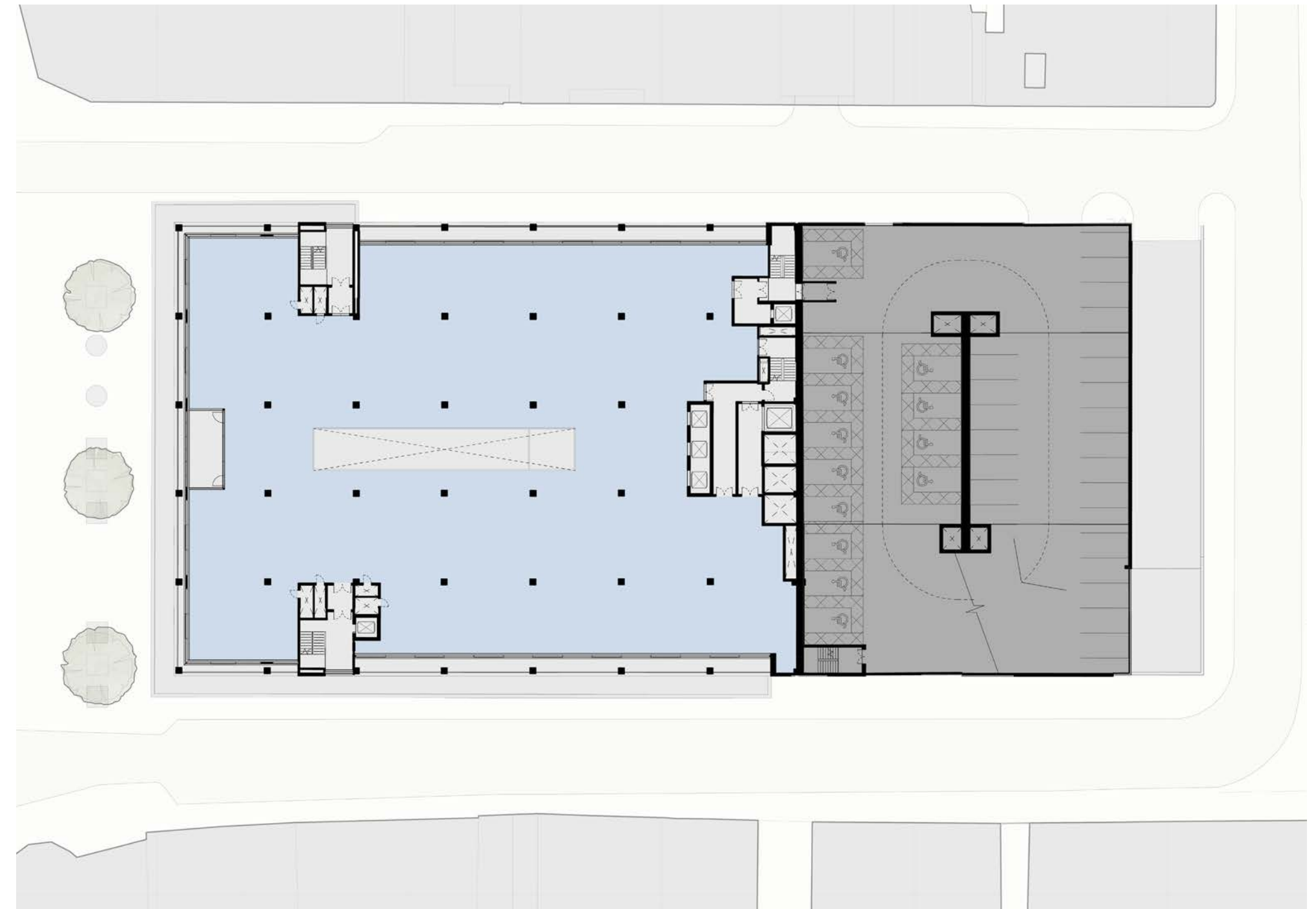
Flexible floor plans

Floor plans that work for a range of different businesses and uses. All sub-divisions shown are for indicative purposes only, as the space remains flexible for how businesses want to use the space. Commercial spaces on floors 1-3 can be single floorplates or sub-divided into smaller spaces.

GROUND FLOOR



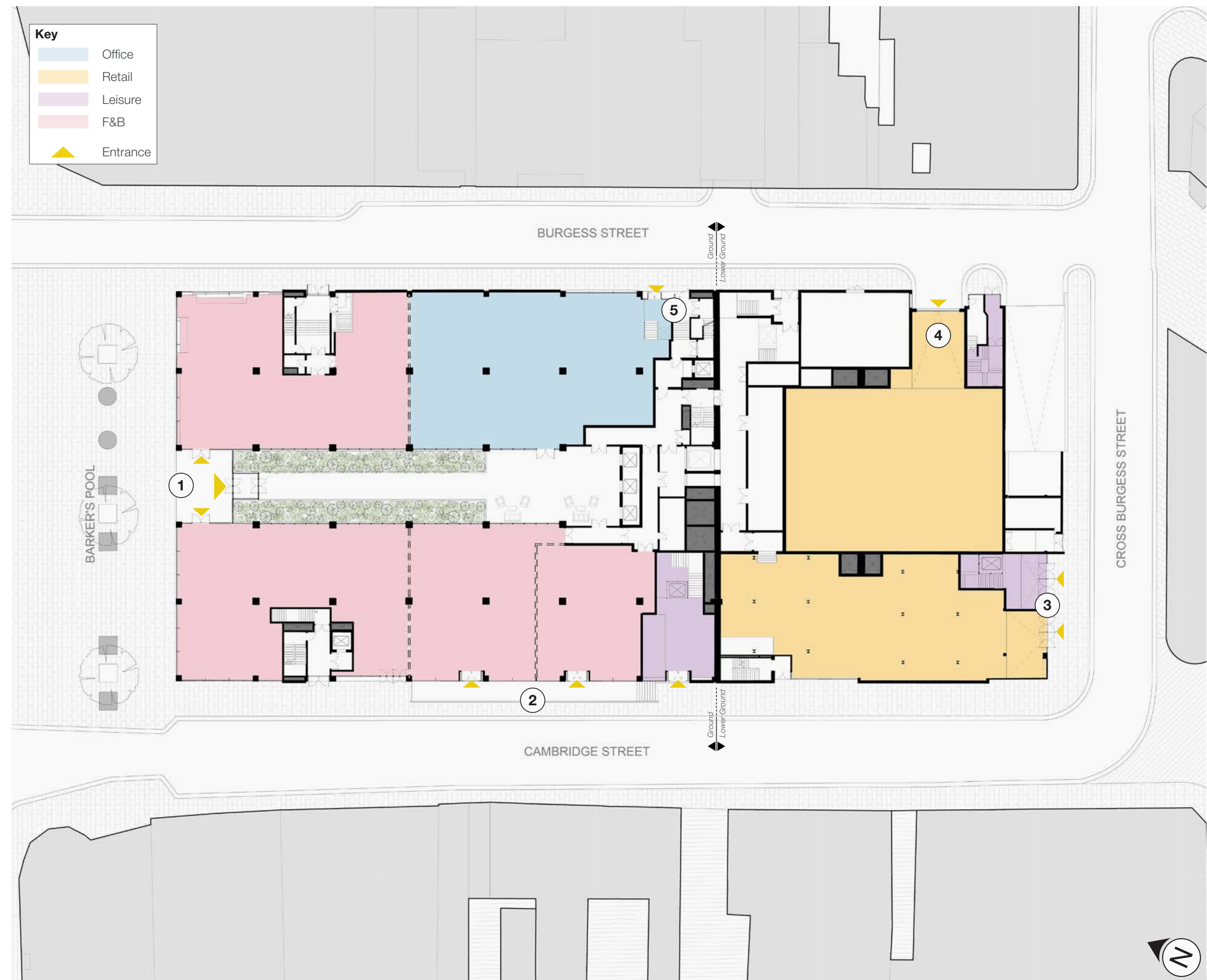
FIRST FLOOR



Getting in and out

New and adapted entrances will provide inclusive, direct access to every space. Previously hidden areas will also gain new street-level entrances, bringing them to life and connecting the building with the city.

- ① Main entrance from Barker's Pool recessed to provide additional entrances to corner restaurant units.
- ② New entrances formed in existing façade and external footway added to allow direct level access to the units off Cambridge Street.
- ③ Access to lower ground floor retail unit and basement leisure unit off Cross Burgess Street through reconfigured shopfront glazing.
- ④ Access to the former loading bay.
- ⑤ Access to ground floor office unit off Burgess Street.



About US

Urban Splash is a purpose led regeneration and property company that wants to leave a positive mark on the world by using great design, and transformative ideas, to breathe new life into undervalued buildings and places.



① **We have deep roots in Sheffield**
As a business, and personally. We know and love the people and the city – we get it, and we think it's great. We also know some of the holes, and what could be added to make it even better.

② **Mixed-use regeneration specialists**
We are widely respected as one of the country's most innovative mixed-use regeneration businesses, with a portfolio of mould-breaking urban projects which have transformed our cities and towns over the last 30 years.

③ **Addicted to good design and placemaking**
We have won over 480 awards for placemaking, design, architecture and regeneration, including 50 RIBA awards (the most won by any developer), and two Stirling Prize shortlists for Sheffield's very own Park Hill.

④ **We've done this before**
One of our first breakthrough projects back in 1995, Smithfield Buildings in Manchester's now celebrated Northern Quarter, was a bold reinvention of a beloved former department store and became the spearhead for the reinvigoration of the whole neighbourhood. Repurposing abandoned old hulks and filling them with new uses is in our DNA.

⑤ **Listed icons is what we do**
Adaptive reuse, working within listing constraints, creatively working with planners, conservation teams and Historic England to bring new life to grand old structures – it's what we love and what we've always done, from Bradford's monumental Lister Mills to the spectacular Royal William Yard in Plymouth, and Sheffield's very own brutalist landmark, Park Hill.

⑥ **We have an amazing team**
We have assembled an exceptional in-house and professional team led by our architects, AHMM, whose founding partner Simon Allford has a unique personal connection to this building and to the city. Many of our consultants are Sheffield born and bred, or adopted city natives, but most importantly, they're all brilliant at what they do.

⑦ **Never knowingly under-ambitious**
From our earliest days, we have adopted the oath sworn by the citizens of Ancient Athens: "We will leave this city not less, but greater, better, and more beautiful than it was left to us." We dream big, and we deliver.

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About US

Examples of
our previous work...

Park Hill,
Sheffield

Royal William Yard,
Plymouth

Beehive Mill,
Manchester

Fort Dunlop,
Birmingham

Vanilla Factory,
Liverpool

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We want to hear from you

Cole Brothers is a building Sheffield cares deeply about, and we know many feel a strong sense of ownership.

Now, we have the privilege – and responsibility – of reinventing it and giving it a vibrant second life.

Rather than fixing specific uses at this stage, we've purposely designed a flexible, adaptable framework that invites the people and businesses of Sheffield to help bring it to life.

We hope you're excited by our plans and support our planning application. Feedback can be sent to consultation@urbansplash.co.uk.

