GRIMSBY TOWN CENTRE MASTERPLAN

WATERSIDE QUARTER
DEVELOPMENT FRAMEWORK

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The PS Lincoln Castle moored in Alexandra Dock
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Introduction

1.1 Framework Purpose

The Waterside Quarter Development Framework is a detailed component of the Grimsby Town Centre Masterplan. It is focused on translating the ‘vision’, objectives and development principles as defined within the Masterplan into clear site specific land use, development and phasing proposals that will help to guide future investment and development activity within this important central location.

The Waterside Quarter is described briefly within the Framework however the focus is on defining the opportunities for the area, the area specific development principles and the development proposals.

1.2 Framework Status

North East Lincolnshire Council is currently in the process of preparing its Local Development Framework (LDF). The Core Strategy will be the principal document of the LDF and will set out the vision and strategic spatial objectives for development in Grimsby.

The Masterplan supported by the Development Framework will be a supporting document to the Core Strategy and material in delivering its policy objectives. When adopted, its role will be to inform and guide development proposals and planning applications for sites within and adjacent to the framework area.

The Masterplan supported by the Development Framework, has been approved by Cabinet and will therefore form a key material planning consideration against which development proposals and planning applications are assessed in the interim period up to adoption of the Core Strategy.

1.3 Present Waterside Quarter

The Waterside Quarter is centred on Riverhead Square and includes the adjacent blocks and spaces which have the potential to be combined to reshape the heart of Grimsby. This includes the eastern end of Freshney Place, the Central Library (and the element of Victoria Street to the north of the Library), Imperial House (and the surface car park to the east) and the west bank of Alexandra Dock south of Heritage House and the east bank of Alexandra Dock south of the bus depot.

A dominating negative feature of the site today is the bus station together with its associated clutter. Frederick Ward Way provides efficient vehicular access to central Grimsby but also succeeds in weakening pedestrian movement between the town centre and Alexandra Dock. At the heart of the area is the important but neglected and underperforming junction between Riverhead Dock, the River Freshney and Alexandra Dock.

Large areas of land surrounding Alexandra Dock are developed and undeveloped with almost all development turning its back on the water. Both sides of Alexandra Dock are poorly integrated with the town centre and consequently the area is underutilised.
Development Sites

Legend

- Waterside Quarter Development Framework Area - Core Area
- Waterside Quarter Development Framework Area - Wider Area
- St James’ Quarter Development Framework Area - Core Area
- St James’ Quarter Development Framework Area - Wider Area
- Doughty Road Development Brief Site
- Cartergate Development Site

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GRIMSBY TOWN CENTRE MASTERPLAN - WATERSIDE QUARTER DEVELOPMENT FRAMEWORK
1.4 Future Waterside Quarter - Delivering the Masterplan Vision

The vision for Grimsby town centre outlined in the Masterplan is “a prosperous and distinctive town centre which makes the most of its North Sea location”. The vision is made up of three interlinked themes:

1. Maximising the economic potential of Grimsby’s North Sea location to create a prosperous town centre
2. Celebrating Grimsby’s North Sea heritage and culture to build a distinctive town centre
3. Improving Grimsby’s connectivity to the North Sea and Lincolnshire hinterland

The development proposals for Waterside Quarter have a significant role in delivering this vision in Grimsby town centre.

A new Riverhead Square will become the civic heart to the town centre creating a high quality, versatile public space which will reconnect the town centre with the waterfront and provide a distinctive setting to future development.

The eastern end of Freshney Place Shopping Centre will be extended into Riverhead Square and improved through introducing retail development with active frontage onto the square. This will increase vibrancy and provide a more aesthetically desirable façade.

Alexandra Dock will be promoted as a new high quality mixed-use area that will maximise the benefits of a waterfront location. Mixed-use development will include residential and business accommodation, cultural and leisure facilities as well as quality eating establishments.

Both sides of Alexandra Dock will be transformed into an attractive physical environment and will be integrated into the town centre. This will include a new waterside park which will encourage people to enjoy and spend time at the waterfront and so generating waterfront activity.

1.5 Supporting the Masterplan Vision Objectives

There are 11 key Masterplan objectives which have been proposed to deliver this vision in the town centre. Transforming the Waterside Quarter can support all of these objectives:

- Improve the retail offer by creating a wider range of shops – expansion of Freshney Place Shopping Centre and potential new shops on Riverhead Square;
- Improve the quality and supply of business accommodation – high quality office development on both banks of Alexandra Dock;
- Create a town centre residential offer that fills the gaps in the housing ladder – new residential accommodation on both banks of Alexandra Dock including housing appropriate for young people and professionals;
Develop a strong education and training focus within the town centre – potential education and training uses on the eastern bank of Alexandra Dock;

Improve access to public services within the town centre – office space on both banks of Alexandra Dock which can be occupied by public sector tenants and public services such as a new library;

Create a strong cultural and leisure offer through new and improved attractions – a new arts centre on Alexandra Dock as well as using the new Riverhead Square for cultural events and activities;

Improve evidence of Grimsby’s rich heritage within the town centre – utilising the waterfront and improving its physical appearance will ensure the town centre’s main asset and a key part of Grimsby’s heritage is reconnected with the town centre;

Improve the food market and offer of quality eating establishments to build upon Grimsby’s ‘Europe’s Food Town’ status – quality eating establishments located on Alexandra Dock and also overlooking Riverhead Square will help build upon this status;

Improve the physical environment through improving public realm and creating memorable public spaces – a high quality Riverhead Square which serves as a versatile public space and a transformed Alexandra Dock including a waterside park will create a much more appealing physical environment;

Create an inspiring entrance to the town centre – transforming the waterfront and key gateway sites will create an inspiring entrance in this key gateway to the town centre which will help to create a positive first impression for people arriving in the town; and

Provide a modern and accessible public transport system – maintaining bus access to the retail core, particularly Freshney Place Shopping Centre, whilst removing the hazard of a bus interchange at Riverhead Square will ensure that Riverhead Square can be developed whilst ensuring public transport access is maintained and improved.

### 1.6 Supporting Current Strategies and Policies

The proposals for development in the Waterside Quarter support current strategies such as the Council Plan (2009 – 2012) and key policies including the Regional Economic Strategy (RES) and the Regional Spatial Strategy (RSS).

#### 1.6.1 The Council Plan (2009 – 2012)

The development proposals for the Waterside Quarter will help North East Lincolnshire Council to achieve the four strategic aims outlined in the three-year Council Plan (2009 – 2012).

Firstly, a new Riverhead Square and high quality, mixed use development including a waterside park on the banks of Alexandra Dock will significantly improve the quality
of the built and natural environment. Redevelopment and improvements to public areas in the Waterside Quarter are specifically indicated in the Council Plan (2009 – 2012) as a key measure in achieving this aim.

Secondly, the proposals will strengthen the local economy through creating the residential and business accommodation to attract inward investment from higher value businesses and through attracting visitors through new cultural and leisure facilities. The local economy will also be strengthened by transforming perceptions of Grimsby which will help to attract residents, investors and visitors.

Thirdly, development proposals for the Waterside Quarter will help create a safer and more secure waterfront area through encouraging pedestrian activity and access in this area.

Finally, it will help improve health and well being through improving the physical environment and creating an enjoyable place to relax and spend time.

**1.6.2 Regional Economic Strategy (RES)**

The New Horizons Regeneration Strategy for North East Lincolnshire outlines how the objectives included in the RES will be met in North East Lincolnshire to ultimately make the economy more competitive. The development proposals for the Waterside Quarter will help to make Grimsby more competitive through diversifying the economy by developing identified business clusters and retaining and attracting young and highly qualified people. Appropriate business accommodation on Alexandra Dock will help support existing businesses as well as attract inward investment. Waterside residential accommodation as well as an improved cultural and leisure offer will assist in retaining and attracting young people including professionals which is necessary to support growth in the identified business clusters.

**1.6.3 Regional Spatial Strategy (RSS)**

The development proposals for the Waterside Quarter support policies in the RSS which promote Grimsby as a Sub-Regional Town. The Waterfront Quarter proposals will enable Grimsby to be a focus for development with the aim of securing rapid urban renaissance through taking advantage of investment opportunities as promoted in the RSS. The proposed transformation of the Waterside Quarter will assist in diversifying Grimsby’s local economy through encouraging the growth of higher value businesses and attracting inward investment as encouraged in the RSS. In particular, the proposals to locate public services and cultural facilities in the Waterside Quarter support specific promotion of the service sector and the cultural sector in the RES.
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The Site

2.1 History

Grimsby can trace its foundation to the Danes and its name reflects its Scandinavian origins. It is likely that from the earliest times Grimsby has based at least part of its existence upon trading. Its coastal location combined with its rich agricultural hinterland make the town an ideal trading port. The limited evidence captured by the Domesday Book of 1086 and within tax records from throughout the Middle Ages suggest the growing significance of the port. As early as the C14th there is recorded evidence of excavation work being undertaken to improve navigation to enable shipping to reach the town centre. The historic and economic development of Grimsby can not be detached from its pre-eminence as a fishing port and fish processing and trading centre. Grimsby boats were recorded as fishing off Iceland as early as the 1500s. Fish and other types of food processing continue to form an important element of the town economy to this day.

Historically the heart of Grimsby was located between St James’ Church and Riverhead Dock. Although the development of Freeman Street in the C19th challenged the commercial role of the historic core its original dominance has now been clearly re-established.

The earliest maps of Grimsby show Riverhead Dock as an important trading location within the heart of the town however its alignment and commercial significance has changed considerably over time. The relationship between the Dock and the surrounding buildings on South Dock Street remained largely unchanged throughout the C19th and much of the C20th. However, during the late 1960’s and early 1970’s Riverhead Square was created by the demolition of South Dock Street.

New Dock, now known as Alexandra Dock, was originally completed in 1800 and was for a time the largest dock in the country. Although the private commercial interests of major land owners were the principal driver for the construction of the dock, the shared civic ambition to eclipse Hull as the principal Humber port was clear. The dock had mixed fortunes during the C19th and established trade with the Baltic and North America but on balance underperformed as Grimsby could not provide a strong export trade. The area to the immediate east of the Dock along Victoria Street and extending into East Marsh was set out as a New Town during the early years of C19th. The Dock benefited from investment and improvement throughout the C19th and early C20th but lost its commercial value when the A180 was built spanning the northern part of the Dock and cutting off access to shipping.
2.2 Policy Overview and Planning

The development proposals for the Waterside Quarter will be required to be in general conformity with planning policy at a national, regional and local level. At a national level, policy advises that the core principle underpinning planning is sustainability and when dealing with development proposals for town centre sites, national policy seeks to promote mixed use developments to promote the vitality and viability of town centres.

At a regional level, the Regional Spatial Strategy (RSS) – Yorkshire and Humber Plan 2008- seeks to strengthen the role of Grimsby as a Sub-Regional Town particularly through town centre renaissance and through taking advantage of investment opportunities. The RSS encourages Grimsby to diversify and develop its local economy and to promote a service sector as well as the knowledge intensive industries including the cultural sector. It promotes Grimsby as a focus for housing, employment, leisure, shopping, health, education and cultural activities.

At a local level, the various documents of the LDF when adopted will be in general conformity with policy at the national and regional level. The Development Framework supporting the Masterplan promotes development for the Waterside Quarter that meets the objectives of national and regional policy. The LDF, the Masterplan and the Development Framework will advise and guide developers, the council and stakeholders when considering development proposals.
2.3 Land Use

The land use pattern within the Waterside Quarter can be broken down into four distinct sub-areas separated by the waterspace (Riverhead and Alexandra Dock) and Frederick Ward Way. The area to the west of the Riverhead and the square is dominated by retail uses located within Freshney Place Shopping Centre. This area also includes the vehicular access to the Freshney Place East multi storey car park and the bus station.

The Riverhead is addressed on its eastern side by Imperial House, a five storey office block, and a cluster of food and drink units. To the east of Riverhead Dock a mixture of retail, residential, service and office uses line Victoria Street East. Much of the western side of Victoria Street East is dominated by an unmade surface car park. This car park helps to define the arrival experience for visitors to the town centre.

The land to the east of Alexandra Dock is occupied by retail sheds, with some office use to the north. The land to the west of Alexandra Dock is occupied by the Fishing Heritage Centre with some public sector offices with a Sainsbury’s food store to the north. A collection of high quality former industrial buildings (some of which are Grade II listed) line the north bank of the River Freshney. Many of these buildings are either vacant or underused. Despite being immediately adjacent to the retail core the whole Alexandra Dock West area feels neglected.
2.4 Physical Analysis

Central Grimsby is isolated from its residential hinterland by the railway to the south and Frederick Ward Way to the west and north. Peaks Parkway and associated highways infrastructure forms a barrier between the town centre and areas to the east. The isolation of the town centre is compounded by large blocks that either have no permeability or very little permeability. These include Freshney Place Shopping Centre to the north of the town centre, the Doughty Road Depot to the south of the town centre and the large areas of under developed and undeveloped land surrounding Alexandra Dock.

Pedestrian movement into the town centre is generally weak with highways and vehicle movements taking priority.

The area north of Victoria Street is dominated by the largely introverted Freshney Place development. The land either side of Alexandra Dock is poorly integrated with the town centre and appears to have developed in a piecemeal manner with almost all development turning its back on the water.

The Riverhead area represents the centre of gravity of the town in terms of movement and activity but is weak as a space with no clear function other than acting as a bus depot. Both the water space and the public open space feel compromised. The buildings surrounding this space lack the civic quality that a confident town centre should aspire to.
Legend

- New and enhanced public open space
- Improved pedestrian and cycle connectivity
- Principal routes between central public open space
2.5 Movement and Access

Relocation of the bus station is fundamental to creating improved town centre access with multiple enhanced bus stops being distributed around the central area, recognising the need for accessible drop off points close to the main areas of pedestrian activity. Consideration, via a detailed transport study, will be given to the need for and viability of a new dedicated bus station as part of an integrated transport exchange located adjacent to the railway station.

Parking provision within the Waterside Quarter is currently good however anticipated development activity will displace some of the surface parking capacity. As land usage intensifies and parking provision is reduced new parking solutions will be required. Where possible this must avoid occupying visible ground floor undercrofts.

Pedestrian and cycle movement through central Grimsby to adjacent neighbourhoods is weak with desire lines being disrupted by highways severance, waterspace and barrier blocks (ie Freshney Place). Remodelling of highways, block access and crossing points along with the introduction of new bridges and crossings must be a commercial, social, sustainability and amenity priority.
3 Challenges and Opportunities

3.1 Challenges

**Riverhead Square dominated by the bus station**

Currently the bus station, buses, stands and other associated clutter dominate the west side of Riverhead Square effectively neutralising it as civic space. The removal of the bus station from Riverhead Square is a priority first step in order to secure follow on public realm and development works. Efficient and easy access to the town centre is essential for its commercial success and should be encouraged, providing a sustainable alternative to private car usage, however this must not compromise either the quality of the retail environment or the public realm.

**Poor access to the waterspace**

There is currently only limited pedestrian access to the water along the eastern edge of Alexandra Dock with no continuous route. The western edge of Alexandra Dock is accessible from a weak pedestrian route which is poorly overlooked, with weak public realm and poor lighting. Riverhead Dock has been neutralised as an active waterspace as a result of the construction of Symwhite Bridge, which carries Frederick Ward Way. Riverhead Dock, which has historic significance for the town is now largely functionless and contributes little to the civic amenity or economy of central Grimsby. Finally the River Freshney, which runs parallel to Frederick Ward Way, is sandwiched between this major highway and the neglected properties on Garth Lane. Although there are three pedestrian bridges crossing the River, one is closed and the other two are not adequate to support the envisaged long term growth in activity within the area.
**Severance effect of Frederick Ward Way**

Frederick Ward Way provides a well engineered conduit for vehicular access to central Grimsby. It also helps to create a barrier between Riverhead Square and the town centre and the Alexandra Dock area. The critical access role of Frederick Ward Way must be protected, however its relationship with other users of the town centre will need to change especially as the integration of future development in the Alexandra Dock area with the town centre is essential for the economic benefit of both.

**Access to Freshney Place Car Park**

The eastern Freshney Place car park is currently accessed via a junction off Frederick Ward Way. The entry and exit traffic crosses the north west corner of Riverhead Square.
3.2 Opportunities

**Existing library outdated**

The existing library is a distinctive building located on Osborne Street. The building is outdated and in need of substantial and deemed to be unviable refurbishment in order to provide a quality library service in the town centre.

**Establish Riverhead Square as the civic heart**

Riverhead Square is the natural focus of the town which can be transformed to be established as the civic heart of the town centre. This will provide a distinctive backdrop for new development and ensure that there is an identifiable focus for civic activities and events. A rejuvenated Riverhead is central to the new square and will signify the importance of the water to Grimsby’s heritage.

*Image: Civic Square, Nottingham*
Reconnect the town centre with the waterspace

Alexandra Dock should be reconnected with Riverhead Square and the town centre through reducing the severance effect of Frederick Ward Way. This integration is essential to enable the development of Alexandra Dock and to ensure that the potential of the water is maximised. Improved pedestrian routes and public realm will enhance the waterspace within Alexandra Dock and enable it to be reconnected with the town centre.

Create quality open spaces

A transformed Riverhead Square and Alexandra Dock area will create much needed quality open spaces in the town centre which are currently lacking. This will improve the physical quality of the town and provide open spaces which people will be able to visit and spend time in. A waterside park on Alexandra Dock will introduce a green space in the town centre which will provide relief from the uninviting and hard landscape which currently dominates the waterside area.
Introduce a new development mix

The banks of Alexandra Dock offer fantastic potential to introduce a new development mix in the town centre including business, residential, cultural and leisure uses. New mixed-use development in this area will utilise the water and can support diversification of the local economy and transform perceptions of the town into a place for investment.

Create a modern library

The need to relocate the library to a new site means there is an opportunity for a high quality, modern library to be a distinctive building central to new development on Alexandra Dock. The new library can lift aspirations and raise the bar for future development in the Waterside Quarter. The new building will also ensure that there is a quality library service in the town and provides opportunities for a range of other related services such as those related to training and development. There is also potential for a new library to take on wider arts and cultural uses which would expand usage.
River Freshney, looking towards the National Fishing Heritage Centre
4 Development Principles

4.1 Introduction

The development principles illustrated on the following pages are intended to provide future design and development teams with clear design guidance which highlights the issues which are considered essential to NELC. Where a development team can show adoption of these development principles and alignment with the Masterplan vision and objectives these will be considered by the Local Authority. Development approaches which lead to a less contextual and less integrated approach are however unlikely to be welcomed.

4.2 Regeneration

Sequential Development and Catalytic Trigger

The Grimsby Town Centre Masterplan has organised all identified physical projects within an overarching phasing hierarchy. This has been determined by reconciling ease of delivery with regenerative need. The “Tier 1” projects within the Waterside Quarter are those which can and must be delivered as a priority which will, once delivered, demonstrate change and help build investor confidence to deliver the wider vision.
Future Proofing and Expansion

The Masterplan and Development Framework will be subject to regular review to ensure that external economic, political, policy and environmental changes are reflected within the vision and objectives. These changes will affect the rate of delivery, may lead to consideration being given to temporary uses and may lead to project sequencing being re-evaluated.

To deliver an uncompromised Riverhead Square of national quality it will be necessary to take a number of intermediate steps some of which will entail the construction of sacrificial public realm. Short term enhancements will be to a high quality however these will be displaced once the long term redefinition of the square is completed.

Once the central Waterside area is delivered it is anticipated that longer term developments will start to take place within the northern sections of Alexandra Dock and beyond. It is essential that the opportunity for delivery of the longer term Masterplan vision is not undermined by premature misaligned schemes being taken forward outside the Development Framework areas.
Area Integration and Connectivity

The regenerative benefit of significant levels of investment within the Waterside Quarter must be captured and used to help stimulate development activity in areas beyond the immediate boundary of the area such as East Marsh, West Marsh and other inner residential areas which currently feel isolated and disconnected from the town centre. Removing or reducing the impact of physical barriers which reinforce the impression of fragmentation within the central area is critical.

Land use policy should seek to facilitate the long term migration of investment activity from priority town centre development sites to inner area sites which might in turn support and strengthen the town centre.
Retention and Remodelling

A number of existing buildings and features will need to be retained and incorporated within any development proposal for the Waterside Quarter. These will include the following:

- All Listed Buildings including those fronting the River Freshney (refurbishment and re-use);
- Non Listed Buildings of PPG15 established value (refurbishment and re-use);
- Riverhead Dock waterscape (adaptation and enhancement to be encouraged);
- Symwhite Bridge (adaptation and enhancement to be encouraged)

Freshney Place frontage to Riverhead Square should be remodelled and the Alexandra Dock Pumping Station should be relocated once land values have risen sufficiently to allow this abnormal cost to be carried by associated development.

It remains a longer term objective to replace Imperial House. This would allow the new
Riverhead Square to be better proportioned, better connected to Alexandra Dock and more flexible. In addition the symbolically important visual link between the Town Hall and the Alexandra Dock could be established.

**Sustainable Regeneration**

Sustainability must underpin the economy, society and environment of Grimsby re-establishing itself as a strong, self supporting, proud and independent town. The Waterside Quarter will seek the following from new developments:

**Land Use**

New uses should work with existing uses to create safe neighbourhoods where walking from home to work and from home to school is not only possible but preferable to car usage.

**Energy**

The development of wind generation and bio-fuel technologies together with energy production from these and other sources should help to form a component of a forward looking and diverse economy for Grimsby. New buildings should seek to achieve maximum standards for energy efficiency.

**Food**

Grimsby’s established reputation as a food town and its proximity to food production, including both North Sea fisheries and Lincolnshire agriculture, should be capitalised upon. Town centre markets should promote locally sourced food. Publicly funded institutions should commit to using locally sourced food products where possible.

**Movement**

Improved public transport access and facilities for both buses and trains will be developed. Car usage will be discouraged within the Waterside Quarter and walking and cycling will be encouraged. Safe, attractive and legible walking and cycling routes will link the Waterside Quarter to adjacent areas of Grimsby. Leisure activity will be introduced to Alexandra Dock.
4.3 Land Use

Land Use

Proposed land uses within the Waterside Quarter can be broken down into a number of distinct sub-areas. Within the core Neighbourhood Development Framework area these are:

Riverhead Square
Riverhead Square will be surrounded by a mix of new development including retail (adjacent to Freshney Place), civic/office (to the south of Riverhead Square) and residential/leisure (on the east side of the square).

Alexandra Dock West (south)
A mixture of civic/office buildings and arts/culture/leisure buildings will occupy this area and will have improved links to the heart of the town centre.

Alexandra Dock East (south)
This area will accommodate an extension to the land uses situated along the eastern side of Riverhead Square. Commercial office space will be integrated with leisure uses.
The three sub-areas will combine to create a strong vibrant mixed use cultural focus that will help to redefine the town centre.

Within the greater Neighbourhood Development Framework area the following can be added:

**Alexandra Dock West (north)**
The northern and western elements of Alexandra Dock West will be dominated by residential development of various types. Lower density family housing will be located towards the west of this area and will share existing and new social infrastructure with the existing residential community. Waterfront development will contain higher density housing with elements of other use, such as food, drink and local retail at ground floor. It is possible that should the educational aspirations for central Grimsby be realised some student housing could be accommodated within the northern perimeter of the area.

**Alexandra Dock East (north)**
The northern section of Alexandra Dock East will provide a home for future town centre educational uses and student accommodation. This will either be a new home for established institutions or potentially a new complementary educational establishment. Supplementary uses will help to activate the ground floor frontages of waterfront buildings. The education and residential uses will combine to create an attractor and footfall generator which will help to support other uses within the area.

Critically inappropriate edge of centre large floor plate uses such as bulky goods retail, depots and industrial/distribution must not be allowed within the Masterplan area. Conversely land uses that will strengthen the town centre and help to deliver the aspirations of the Masterplan such as offices, civic and arts/leisure must be directed towards priority town centre sites before other locations are considered via a sequential testing approach.

**Future Proofing and Flexibility**

Where possible all new buildings should be designed to allow future adaption and change of use to be accommodated. This will be reflected in floorplate in terms of access and means of escape distribution and in elevational design in terms of fenestration patterns. Flexibility will allow proposals to adapt to change in market conditions and the wider socio-economic environment.

Materials should be capable of repair, maintenance and replacement. Rigid single use inflexible buildings should be minimised.

In the case of the Waterside Quarter the design of large floorplate office, educational and residential blocks should consider the possibility of future conversion to any of these uses.
4.4 Design

Building Heights & Massing

The Waterside Quarter is not seen as a location for tall buildings which could overshadow either public open space or waterspace for a significant part of the day. The new square should however be surrounded by buildings of a scale capable of enclosing a large open space and should be at least the same height as the existing Freshney Place car park.

Development on the east bank of Alexandra Dock should be denser and taller than that on the west bank. This approach will avoid extensive afternoon overshadowing of Alexandra Dock and will facilitate strong views to the west from the east bank development.
**Landmarks**

There are no strong landmarks within the Waterside Quarter. The area should aim to deliver the following:

- Landmark arts/cultural building; and
- Landmark access footbridge from Riverhead Square to Alexandra Dock (West).

Other development should be distinctive and well designed but should not compete for attention with the landmark structures.
Frontage Enhancement

Riverhead Square must be enclosed by active frontages at ground floor that will allow movement across the square and within it at all times of day and throughout the year. It will be critical that if the square is to be for all the people of North East Lincolnshire that it is not dominated by uses which target a single demographic group.

Routes along the Alexandra Dock waterfront should also be lined by buildings with active frontages or with the potential for ground floors to become active once adequate footfall is established.

Sustainable Design

All new publicly funded development within the Waterside Quarter will be encouraged to aim for the highest sustainable design standards. BREEAM ‘Excellent’ will be the aspiration which all publicly funded commercial, arts, leisure and education buildings must aim to achieve.

New residential development within the Waterside Quarter should aim to achieve the Code for Sustainable Homes Level 6 (Zero Carbon). This ambitious benchmark for all new development will be essential if national targets for reducing carbon emissions are to be met. Energy efficiency and micro generation should be built into development projects from the outset and used to inform the design process. Add on cosmetic ‘greening’ will be discouraged.

Sustainable building design is more widespread and advanced within some of Grimsby’s European neighbours. Where European best practice can inform new development in Grimsby lessons from Europe should be applied.
4.5 Movement and Access

Pedestrian Movement and Permeability

Pedestrian access and movement through and around the Waterside Quarter will be transformed with new routes being provided to previously inaccessible waterfronts and enhanced routes providing more direct, attractive and safer routes elsewhere.

The barrier to pedestrian movement created by Frederick Ward Way will be reduced by introducing shared surface treatments in order to slow traffic. The existing pedestrian bridges over the River Freshney will be either replaced or completely refurbished as appropriate. At least one new landmark bridge will be introduced to improve pedestrian linkages between the east and west bank of Alexandra Dock with the aim of bringing together not only the new areas of development but also the residential neighbourhoods beyond.

The waterfront area surrounding Alexandra Dock and linking into Riverhead Square will be connected for the first time by an

Legend

- Improved Pedestrian Access
- Improved at Grade Crossing
un-interrupted continuous pedestrian dominated circuit. This will be activated by food/drink service and small retail uses at ground floor.

A remodelled Riverhead Square will introduce a series of bridge links over the dock itself to help reduce its impact as a barrier to movement whilst retaining the dock itself and improving access to it.

Freshney Place will be opened up to increased pedestrian access running north-south linking the town centre across the remodelled Frederick Ward Way and the new and enhanced River Freshney pedestrian bridges to the new residential and commercial areas within the Alexandra Dock West area.

**Vehicular Access**

A number of routes will provide vehicular access into the Waterside Quarter from elsewhere within Grimsby. Victoria Street South will provide direct access to a limited number of access points to Alexandra Dock East. New development will be serviced by a new shared surface pedestrian dominated street running north-south through Alexandra Dock East. Under-croft parking may be
provided to a limited number of the outer blocks provided that this space has the capacity to be converted to commercial floor space at a later date. Longer term at least one multi storey car park should be provided within this area.

Vehicular access to Alexandra Dock West should be from both Corporation Road and Alexandra Road. Garth Lane and parallel east-west routes to the north will provide restricted access to new residential and commercial areas. A new north-south access route will eventually link Garth Lane to Corporation Road.

Riverhead Square will become a pedestrian priority area. The bus station will be removed and over the longer term access to the Freshney Place East car park will be relocated out of the square. Servicing and access will be from Victoria Street South with restricted access for servicing through the square itself.

Frederick Ward Way which runs through the Waterside Quarter and currently provides strategic access to much of Grimsby town centre will retain its critical role however it will be transformed into a more pedestrian friendly environment with shared surface treatments. The remodelling of Frederick Ward Way will seek to encourage the integration of the Alexandra Dock area with the town centre core.
Parking

Tier 1 (first phase) development will be competing with other developments with short term locational advantages. It is likely therefore that minimum parking standards will not be commercially attractive within these early developments. As the market becomes established parking standards based upon minimum provision should be applied. Strong public transport and additional residential provision within the central area will allow this to be applied. The displacement of existing ‘at grade’ parking combined with increased activity and demand resulting from development will require new parking to be provided. This could take the following form:

- Temporary parking on Tier 2 and 3 sites;
- Single public multi-storey car park built as part of Alexandra Dock West development; and
- Minimum parking provision provided within all residential and commercial development (no undercroft parking at ground floor).

Legend

- Existing Parking
- Entrance
- Potential Future Parking
- On Street Parking

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4.6 Public Open Space

A series of high quality public spaces will instil confidence in the town, and pride in the people of North East Lincolnshire. Successful spaces will be crucial in realising the potential of the town and allowing people to re-engage with the water. Riverhead Square will become the heart of the town and a vital element in binding the town centre with the River Freshney. The space will be of civic scale and will contain hard landscape softened with perimeter tree planting. This will help bring a pedestrian scale and a sense of enclosure to what is a very large open space. The square should also be flexible enough to host a variety of events, including significant civic occasions, festivals and entertainment.

Riverhead Square will become the anchor point from which a chain of spaces along Alexandra Dock link to. They will form a riverside park, allowing a continuation of pedestrian movement and activity along the water. The park will have significant lawned areas with a variety of planting that will go some way to filling the dearth of green space in the town centre. Access to the water’s edge should remain open along the length of the park, offering opportunities for people to relax and enjoy the water.

Legend

- Public Greenspace
- Public Hardspace
- Indicative Tree Planting
4.7 Waterspace

Waterspace Access

A new pedestrian circuit will be provided that links the perimeter of Alexandra Dock via Riverhead Square and Corporation Bridge. This will be generously proportioned to allow a variety of food and drink and leisure activities to populate and activate the waterfront as well as allowing dwelling and movement space. Adjacent residential neighbourhoods to the east and west of Alexandra Dock and the Fish Docks to the north will be connected by an enhanced network of walking and cycling routes.

Amenity access to the water will be via controlled slipways, that potentially could be incorporated into a new leisure facility along the waterfront.

Detailed design proposals for the Riverhead Dock must seek to reconcile improved access and usage with public safety.
Waterspace Usage

The waterspace within the Riverhead and Alexandra Dock is underused and sterile. The combined waterspace contributes almost nothing to the economy and amenity of central Grimsby. The Waterside Quarter will seek to ensure that water based activity and fixed uses populate the docks.

The waterspace will be defined by three distinct character areas; amenity leisure, amenity tranquil and civic. Future development should respond to and strengthen these character areas.

Legend

- Amenity Leisure Active
- Civic
- Amenity Tranquil
5

Best Practice and Exemplars

5.1 Introduction

The Waterside Quarter will be a unique place defined in part by its physical composition and context, and its history. Its future development should however learn from other successful places and from current acknowledged best practice and design guidance.

Development exemplars from elsewhere based upon a completely different economic context and land values may not always be directly transferable to Grimsby but the design principles which shaped them may be. When looking for good practice design guidance it is important to set the benchmark as high as possible. NELC will be seeking designs of the highest quality for its new buildings and spaces which will be comparable to those of its North Sea neighbours.
5.2 Civic Squares

Old Market Square, Nottingham

Nottingham’s Old Market Square is one of the oldest public squares in the UK and the second largest after Trafalgar Square in London. It has strong historic and cultural significance for the city and is a key nodal point for pedestrian and public transport routes in the city. After a 2 year redevelopment programme the square was reopened to the public in April 2007. The Market Square forms a meeting place for the people of Nottingham and is also the location for local events, civic protests, royal visits and celebrations. The square provides a relaxing and flexible people friendly space for everyday activities as well as an exciting destination for special events.

Millenium Square, Leeds

The new square’s conception has resulted in the restoration of several older buildings as well as the creation of new ones, and provides an exciting flexible entertainment venue to host major events such as concerts, street theatre and ice skating. Strong pedestrian routes link the Civic Quarter and the town centre which are well used.

The square is a rich mixture of materials and planting, located where pedestrian routes into the city centre interconnect and now provides a valuable amenity in part of the city where public space is limited.
The redevelopment of St George’s Square in Huddersfield town centre is part of the Yorkshire Forward Urban Renaissance Programme which is investing in towns and cities across the region. The redesign involves the rerouting of Railway Street to create a large pedestrian area that will become a centrepiece for the town. The scheme responds to the strong architectural heritage of the area - the grand neo-classical buildings that surround the square and the palladian centrepiece of the railway station - to create a space inspired by history but that is contemporary in detail and style.

The design for the square allows easy movement through the space for pedestrians, taxis and buses and is flexible enough to accommodate outdoor events. Seating areas located adjacent to buildings will encourage people to spend time in the square with a new kiosk at the entrance to the station providing tourist and travel information as well as ticket sales for local events.

The scheme responds to the strong architectural heritage of the area - the grand neo-classical buildings that surround the square and the palladian centrepiece of the railway station - to create a space inspired by history but that is contemporary in detail and style.
5.3 Commercial Development

**Digital Media Centre, Barnsley**

The Digital Media Centre (DMC) in Barnsley is a modern office block accommodating up and coming creative and digital companies. With 72 separate business units, meeting rooms, conference facilities and an exhibition area, the DMC offers opportunities for digital companies in Barnsley.

Costing £10.5 million, the building uses several energy efficient systems ranging from a biomass boiler to under floor heating. With these energy efficient systems the DMC building exceeds the standard building regulations in all areas and has achieved a BREEAM rating.

**Loxley House for Capital One, Nottingham**

Loxley House is located within Nottingham and provides office space for Capital One. The client required the building to be flexible and able to easily accommodate change. Requirements also included low running costs, easy access and integration with its sister office next door.

The building, which faces Nottingham railway station, is fully curtained walled and clad in unitised glazing panels. Access is gained from the corner of the building with it opening into a number of different spaces with dramatic staircases throughout.
Creative Business Depot, Leicester

At the heart of Leicester’s emerging Cultural Quarter is the Creative Business Depot which has been set up to support, stimulate and develop creative industries.

The building is home to 55 rentable workspaces which makes available exhibition space and facilities such as a fully licensed bar open to the public. Also available to tenants are meeting and conference rooms for hire on an hourly or daily basis.
5.4 Active Waterspace

St Katherine’s Dock, London

The docks are known as the leading yacht marina in London and offer extensive facilities for visitors. These include showers, hotels, laundry facilities, and sight-seeing trips.

Bristol Harbourside

The Bristol harbourside development fully utilises the water available. A ferry provides an excellent form of transport away from the hustle of the traffic and pollution. This offers a differing vantage point for seeing Bristol’s harbour and sights. Landing stages allow passengers to venture off the ferry to see historical waterfront attractions and can be used as a transport link between Bristol Temple Meads Station and the city centre. The harbour provides water sport facilities such as rowing, windsurfing, sailing, canoeing and waterskiing along with boat moorings along the water’s edge. Other major events around the harbour include the annual Bristol Harbour Festival.
Island Brygge, Copenhagen

The aim of the regeneration of the harbour at Aalborg, Copenhagen, was to extend the city’s communal space so as to provide an area of relaxation and play. The former cement works and slaughter house have been transformed into a place for recreational activities such as bathing, sailing, cafes, play facilities and a park.

Access is achieved by routes which connect the town to the waterfront and a large beach park with a connection to a nearby residential area.
5.5 Waterside Development

Bristol Harbourside

The regeneration of Bristol’s former dockyard and industrial land has created new public open spaces with refurbished industrial buildings along with new waterside housing. Bars and restaurants are located along the harbour’s edge with the once dangerous and dated land now being the home to key public spaces, bespoke seating, subtle lighting and internet information screens. New public spaces and refurbished buildings have transformed the Bristol docks into an attractive and appealing leisure and residential destination. The development offers well connected links for vehicles and pedestrians along flush surfaces and ramps.

Brindley Place, Birmingham

This once industrial area has been redeveloped to create a mixed-use waterside area including homes, offices, shops, leisure facilities and public spaces. A central square is located at the intersection of Brindley Place’s three principal axes which is surrounded by buildings of differing heights and styles. The space allows for a variety of different uses and accommodates exciting attractions such as waterside sculptures and an amphitheatre located in the sunniest location. Other, more relaxed spaces have been provided such as Oozells Square offering a calmer, more restrained atmosphere with formal tree planting and a shallow pool.
Grand Canal Square, Dublin

This waterside public open space forms the focal point of the new development around the Grand Canal. It is flanked by theatres and entertainment buildings as well as a new hotel to the north and an office development to the south. The red paving represents a red carpet leading from the theatre on to the canal and vice versa.

A green carpet represents a calmer environment offering seating around the edge and various heights of planters. The planters use marsh vegetation as a reminder of the historic wetland area of the site.
5.6  Shared Surface

Ashford, Kent
An innovative streetscape improvements scheme covering two thirds of the existing ring road in Ashford and introducing a shared space philosophy to one-third of the ring. The overall design approach draws on the concept of ‘Shared Space’ to transform an existing one-way ring road into a series of high quality integrated two-way streets. A series of design solutions provide visual and tactile guidance on entry to shared surface areas, establish ‘safe’ routes around the edges of the space and create clearly defined courtesy crossing points. The integration of art, environment and engineering was at the heart of the approach to reclaim the public realm from vehicular dominated space.

New Road, Brighton
In Brighton, the City Council has recently transformed the whole of New Road, adjacent to the Royal Pavilion, into a fully shared space, with no delineation of the carriageway except for subtle changes in materials. The route for vehicles along New Road is only suggested through the location of street furniture, such as public seating and street lights. The re-opening of the street has led to a 93% reduction in motor vehicle trips (12,000 fewer per day) and lower speeds (to around 10 MPH), alongside an increase in cyclist and pedestrian usage (93% and 162%, respectively).
Kensington High Street, London

Improvements have been made to Kensington High Street to create a simple and easily legible streetscene. Staggered pedestrian crossings have been rearranged and simplified with the extension of the central reserve to allow the road to be crossed easily and safely. Barriers to movement such as guardrails and poorly placed street furniture have been removed to provide a sense of priority to the pedestrian, trusting both pedestrians and drivers to use the street responsibly. Clear lines of sight allow drivers and pedestrians to visually engage with each other.
5.7 Cultural and Arts Buildings

**Belgrade Theatre, Coventry**

This seven storey addition to the existing buildings comprises a series of interlocking cubic volumes of black and grey render, red panels, glass and translucent polycarbonate. The main entrance provides a double height galleried space with a ticket office, bar and toilets. The new auditorium offers 250-300 seats in a flexible and adaptable space with upper galleries and technical ‘bridges’ at ceiling level which move both horizontally and vertically. This adaptability means the space can be used in various ways. The expansion has allowed for backstage accommodation to be significantly improved. This includes a new rehearsal room above the auditorium.

**The Curve, Leicester**

The curve provides a cutting edge performance space that exposes the production, construction, craft and technical components of theatre to the public during production.

The £61 million project provides up to 800 seats and studio space for up to 400 people with a four storey glazed and louvered curtain wall. The design of the theatre means that both modern and traditional types of theatre are catered for to meet the community’s wide diverse cultural needs.
National Maritime Museum, Falmouth

The museum has been built on previously reclaimed land with a new sea wall built along the side of the building. Natural materials were chosen that would weather well such as green oak, granite and slate.

Inside the building are two large galleries for holding exhibits and a number of smaller spaces for particular uses. The observation tower is designed to house a tidal zone gallery at its base which at high tide gives the experience of being under water.
Alexandra Dock
Three tiers of projects have been developed to guide prioritisation of investment and phasing of development.
Tier 1 Projects

1.1 Riverhead Square Phase 1
1.2 Alexandra Dock West Phase 1

Legend

- Tier 1 Buildings
- Tier 1 Zone of Intervention

1.1 Riverhead Square Phase 1
1.2 Alexandra Dock West Phase 1

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6.1 Tier 1 – ‘Catalytic Projects’

These projects are targeted at areas of the town centre that are able to create the greatest impact and facilitate further phases of delivery. These projects will be focused on ‘market making’, setting the benchmark for future investment in terms of location and quality.

The proposed Tier 1 projects for the Waterside Quarter are listed and described below:

Riverhead Square (Phase 1)

Project Ambition and Objectives
Riverhead Square will provide central Grimsby with its principal civic public open space, its focus and the gateway to both the docks and the North Sea beyond as well as to the town centre. It is the ambition of the Masterplan to deliver a comprehensive and lasting transformation of Riverhead Square which will result in an attractive, flexible and vibrant public space that will provide the people of Grimsby with a forum for relaxation, activity, exchange and interaction.

Project Ambition and Objectives
- In Brief:
  • Provide a step change in perceptions of Grimsby;
  • Provide a catalyst for future change;
  • Provide a vibrant, accessible and safe heart for the town;
  • Provide a civic forum for the town;
  • Provide a physical connection to the docks and the North Sea;
  • Provide a flexible, attractive and distinctive public venue; and,
  • Provide a gateway to the town centre.

Vision Compatibility
The vision at the heart of the Masterplan recognises both the value of the practical and symbolic significance of links between Grimsby and the North Sea. The remodelling of Riverhead Square as well as Frederick Ward Way allows the lost and weak connections between town and water to be rediscovered.

Design Criteria
The new Riverhead Square will be a place of the highest quality both in terms of public realm treatment, the treatment of waterspace and the future design of surrounding development. Successful delivery will be ensured by requiring that detailed design briefs, project budgets and the procurement process are structured to facilitate the creation of a distinctive place of the highest design and construction quality. Whilst context must inform the design of new development, Riverhead Square has the capacity to accommodate at least one new landmark building.

Public Open Space and Public Realm:
- Must provide the civic focal point for Grimsby;
- Must be a permeable space with strong pedestrian connections to Alexandra Dock and the town centre;
• Must be a safe pedestrian dominated area;
• Must link seamlessly into the public realm treatment for Frederick Ward Way and Alexandra Dock;
• Must provide a flexible space capable of hosting a variety of civic, cultural and commercial events throughout the year;
• Must be constructed from durable natural materials;
• Must avoid all unnecessary signage and street furniture; and,
• Must contain tree planting around the perimeter of the space to provide natural shade without compromising the flexibility of the space or interfering with ground floor commercial activity.

Waterspace:
• Must provide the focal point for Riverhead Square;
• Must provide improved safe access to the waterspace;
• Must provide pedestrian movement around and across the waterspace;
• Must accommodate flexible temporary waterspace uses; and,
• Must be animated.

Project Description
Phase 1 of the project will include:
• Relocation of the bus station – establishing an alternative solution for the bus station is crucial to the success of the project. A feasibility study into bus access is required which seeks to identify the most operationally efficient, user friendly, visually and environmentally neutral and viable solution for bus access to all areas of central Grimsby. Options may include a new fixed site or could involve providing a sequence of enhanced bus stops located on a central circuit.
• High quality public realm treatment – the public realm should be high quality in terms of design and materials. The design of the space should focus on creating strong visual and physical connections with Alexandra Dock to enable the square to become the main transition between the retail core and the waterside.
• Shared space on Frederick Ward Way – Frederick Ward Way should be designed as part of the open space. Surface treatment, landscaping and crossing should be enhanced and street furniture and signage should be rationalised to create a comfortable pedestrian route through to Alexandra Dock.
• Improvement to the Riverhead – the Riverhead is a unique element of the square and is of historical significance therefore it should play the central role in the design of the space. The edges of the Riverhead should be designed to encourage interaction with the water while not restricting movement through the square.
Alexandra Dock West (Phase 1)

Project Ambition & Objectives
The development of Alexandra Dock West (Phase 1) will provide the first step in a sequence of projects that will eventually lead to the total transformation of Grimsby’s neglected urban waterfront into a vibrant, attractive and diverse new quarter that will strengthen and complement the existing town centre. Development within Alexandra Dock West (Phase 1) will include a mixture of cultural and commercial uses that will set the quality bench mark for future development and provide a stimulus for future waterside development.

Project Ambition and Objectives
- In Brief:
  - Provide a step change in perceptions of Grimsby;
  - Provide a catalyst for the long term transformation of Alexandra Dock;
  - Provide a vibrant, accessible and safe new destination within the town centre;
  - Provide a cultural focus for the town;
  - Provide a physical connection to the North Sea; and,
  - Provide high quality accommodation for uses that are needed to diversify and stimulate the town centre economy.

Vision Compatibility
The vision at the heart of the Masterplan recognises the value of both the practical and symbolic significance of links between Grimsby and the North Sea. The development of Alexandra Dock and strengthening the connections to the town beyond (including Riverhead Square) will unlock the latent commercial and amenity value of Grimsby’s waterfront.

Design Criteria
Alexandra Dock West (Phase 1) will be a place of the highest quality both in terms of public realm treatment, the treatment of waterspace and the design of surrounding development. Successful delivery will be ensured by requiring that detailed design briefs, project budgets and the procurement process are structured to facilitate the creation of a distinctive place of the highest design and construction quality.

Public Open Space & Public Realm:
- Must provide the cultural focal point for Grimsby;
- Must be a distinct space with strong pedestrian connections to Riverhead Square, the River Freshney, the town centre and adjacent neighbourhoods;
- Must be conceived as a key part of a wider network of waterside routes and spaces;
- Must be a safe pedestrian dominated area;
- Must contain safe dedicated cycle provision;
- Must link seamlessly into the public realm treatment for Riverhead Square and Frederick Ward Way. Must provided a flexible space capable of hosting a variety of civic, cultural and commercial events throughout the year;
- Must be constructed from durable natural materials;
Must avoid all unnecessary signage and street furniture; and,
Must contain tree planting within new public spaces, streets and waterside routes to provide natural shade as well as acting as a unifier for the Waterside Quarter.

Waterspace:
- Alexandra Dock will accommodate a variety of amenity, leisure and commercial activities;
- Flexible temporary waterspace uses must be accommodated;
- Improved safe access to the waterspace must be provided;
- Pedestrian movement around and across the waterspace must be provided; and,
- The waterspace must be animated.

Buildings:
- Must seek to provide a landmark building to house arts and cultural uses;
- Must be of the highest architectural quality;
- Must be distinctive and interpret the character and identity of Grimsby;
- Must display confidence and should be bold in its design concept;
- Must be of a scale suitable to address the space of Alexandra Dock;
- Must be visible from Riverhead Square;
- Must be constructed from materials that are sustainable;
- Must be constructed from materials that will weather attractively;
- Must be designed to minimise maintenance;
- Must be designed to allow flexibility of use and future change;
- Must have active frontages addressing the waterfront and public routes and spaces;
- Must encourage uses that will support a night time economy without encouraging uses at odds with the establishment of a safe democratic heart for the town; and,
- Must consider the integration of art and lighting.

Project Description
Phase 1 of the project will include:
- Commercial led development – a development comprising commercial office space with supporting uses should be high quality and utilise the waterside location to set the standard for future development in the Alexandra Dock area. The development should encourage pedestrian access to serve as a link between Alexandra Dock and Riverhead Square and the rest of the town centre;
- Arts building including a new library – central to the first phase of development should be a distinctive arts building which would accommodate the new library. A quality new building which fronts onto the water will assist in raising the bar for new development and will provide quality new space for a variety of uses connected to arts and culture; and,
• Waterside Green Space – the first stage of development should include the improvement of public space which in the future will form a series of interconnected waterside green spaces. This will improve access to the water and will encourage people to visit and spend time in the waterside area.
Legend

- Tier 2 Buildings
- Tier 2 Zone of Intervention

2.1 Riverhead Square Phase 2
2.2 Existing Library Site
2.3 Alexandra Dock East Phase 1
2.5 Expansion of Freshney Place
2.6 Alexandra Dock West Phase 2
6.2 Tier 2 Projects

These projects are defined as those which will be delivered as a result of Tier 1 interventions.

The proposed Tier 2 projects for Waterside Quarter are listed and described below:

**Freshney Place Extension**
The proposal for this project is to extend the eastern end of Freshney Place into the new Riverhead Square. The extension will include retail units which should have an active frontage on to the square and should have an aesthetically desirable façade. The extension should complement the newly formed Riverhead Square and the design should encourage pedestrian movement through the square.

**Riverhead Square – Phase 2**
Following development of the new public square it is essential that the area to the east of Riverhead Square is developed to create appropriate space and frontage onto the square. A range of uses should be considered including food and drink establishments as well as leisure, retail and residential uses.

**Alexandra Dock East – Phase 1**
It is proposed that development of this site will be higher density than on the western bank of Alexandra Dock and will include high quality leisure and commercial space which utilises the waterside location. Development should consider pedestrian access to ensure that connectivity to the waterspace is improved to encourage people to enjoy and spend time at the waterfront. The project should also include a new pedestrian footbridge across to the west bank to improve connectivity between these two important areas.

**Alexandra Dock West – Phase 2**
The second stage of development of this site will introduce new residential uses to the waterfront area to the rear of the phase 1 site. The offer of residential accommodation will be dictated by the residential property market at the time of development but it is important that a mix of accommodation is introduced to cater for a range of social groups.

**Existing Library Site**
A structural survey of the existing library and the outcome of the conservation area appraisal will inform the redevelopment and improvement options available for the library site. Subject to market conditions redevelopment should consider new and improved commercial, retail and restaurant premises with an active frontage onto Riverhead Square.
Tier 3 Projects

Legend

- Tier 3 Buildings
- Tier 3 Zone of Intervention

3.1 Alexandra Dock West Phase 3
3.2 Alexandra Dock East Phase 2
6.3 **Tier 3 Projects**

These projects capture the long term vision for the Waterside Quarter. These are sites which are unlikely to be deliverable in the short / medium term but should be the aspirations for any future development in these areas. These include:

- **Alexandra Dock West - Phase 3**
  Development and remodelling of the remainder of the Alexandra Dock West area to support a high quality sustainable mixed-use area that reflects its waterfront location.

- **Alexandra Dock East – Phase 2**
  Development should include commercial / leisure uses with a longer term aspiration to include a potential education focus to the town centre. This may include premises for delivery of education, student residential accommodation and / or research premises.
**Legend**

- Tier 1 Buildings
- Tier 1 Zone of Intervention
- Tier 2 Buildings
- Tier 2 Zone of Intervention
- Tier 3 Buildings
- Tier 3 Zone of Intervention

1.1 Riverhead Square Phase 1
1.2 Alexandra Dock West Phase 1
1.3 Station Approach Phase 1
1.4 St. James’ Square Phase 1
1.5 Cartergate
2.1 Riverhead Square Phase 2
2.2 Existing Library Site
2.3 Alexandra Dock East Phase 1
2.4 St. James’ Square Phase 2
2.5 Expansion of Freshney Place
2.6 Alexandra Dock West Phase 2
2.7 Station Approach Phase 2
2.8 Doughty Road
3.1 Alexandra Dock West Phase 3
3.2 Alexandra Dock East Phase 2
3.3 Station Approach Phase 3