

# CLEETHORPES CENTRAL SEAFRONT CONSERVATION AREA



CONSERVATION AREA APPRAISAL 2016

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## INTRODUCTION

Cleethorpes is an established historic seaside resort located in the most north easterly point of Lincolnshire bounded by the Humber Estuary and the North Sea within the unitary authority of North East Lincolnshire.

A conservation area is an area of notable architectural or historical interest or importance which is protected by law<sup>1</sup> against undesirable changes. This inherent character along with other factors including plot size and the perception of permanency, results in house prices within conservation areas selling for an average premium of 9% nationally<sup>2</sup>.

The Cleethorpes Central Seafront conservation area was designated in 1976 and altered in 1998 and 2014. Cleethorpes is a predominantly Victorian seaside resort that expanded rapidly after the arrival of the railway in 1863. Many typical seaside attractions remain, including the pier, former theatre and promenade pleasure gardens facing a fine sandy beach. The conservation area contains elements of earlier historic settlement including the two former fishing hamlets of Oole and Itterby. The context is dominated by the natural boundary of the wide Humber Estuary with sandy beach topped by the Promenade with Pleasure Gardens. There are

currently 16 designated conservation areas within North East Lincolnshire. This document applies specifically to the Central Cleethorpes Seafront conservation area only.

An appraisal for this area was adopted by Cabinet in September 2014. This was used in support of a Townscape Heritage bid for £1.9million in grant aid from The Heritage Lottery Fund (HLF). In early 2016 it was confirmed that this bid had successfully passed Stage One of a two stage process. In order to secure this at Stage Two further works were requested by HLF. As part of these works the 2014 appraisal needs to be reviewed and updated. This document intends to fulfil this by re-evaluating the conservation area as a whole. It appraises features identified in 2014; buildings and spaces; which make the town worthy of protection. In doing so the Management Plan will be updated in order to ensure that it supports the vision of the Townscape Heritage scheme and ensures that the best interests of the area are given due consideration in any future planning applications.

This appraisal has been undertaken using current Historic England guidance<sup>3</sup>. Whilst no appraisal can ever be completely comprehensive, omitting any particular building, feature or space should not be taken to imply that it is of no interest.

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<sup>1</sup> Planning (Listed Buildings and Conservation Areas) Act 1990

<sup>2</sup> Ahlfeldt G.M et al (2012) An Assessment of the effects of conservation areas on value, LSE: London

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<sup>3</sup> Conservation Area Designation, Appraisal and Management 2016.

## PLANNING POLICY CONTEXT

All local planning authorities have a duty, under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, to designate and conserve any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Under that same Act it is also a requirement for Local Authorities to review areas for either new designation, or to consider current designations against criteria; to formulate and publish proposals for their preservation and enhancement. This document forms part of this process.

North East Lincolnshire Council is responsible for the administration and management of conservation areas within its area using both national and local policy frameworks. This is in order to monitor, preserve and enhance them.

Conservation areas are 'designated heritage assets' and given specific protection in law<sup>4</sup>. Certain development is also restricted by law<sup>5</sup>.

The current National Planning Policy Framework (NPPF) was introduced in March 2012 to supersede the previous Planning Policy Guidance (PPG) notes and Planning Policy Statements

(PPS). Chapter 12 of the NPPF (Policies 126 – 141) *Conserving and Enhancing the Historic Environment* is used to consider any applications affecting conservation areas and their settings. Conserving heritage assets in a manner appropriate to their significance is one of the NPPF's twelve core planning principles. All other relevant NPPF policies may also be applied. This includes policies for *Good Design*, *Local Distinctiveness* and *Transition to a Low Carbon Future*.

North East Lincolnshire Council adopted its latest Local Plan in November 2003. The plan contains additional policies which, where relevant, can be used in tandem with national policies for the preservation and enhancement of conservation areas within the Borough. The Local Plan is essential to anyone proposing development or change within the conservation area. A new Local Plan is currently being produced which will, when adopted, replace the 2003 plan.

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<sup>4</sup> Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990

<sup>5</sup> The Town and Country Planning (General Permitted Development) (England) Order 2015 also referred to as the GPDO.

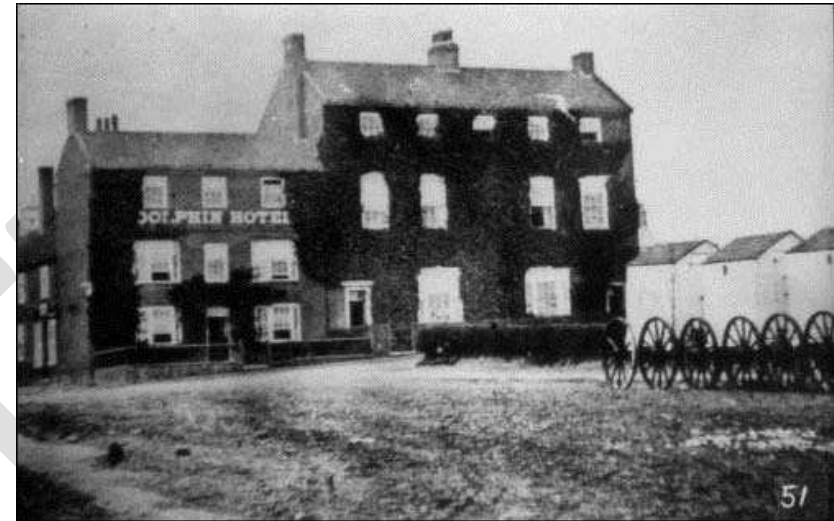
## HISTORIC DEVELOPMENT & ARCHAEOLOGY

### Origins and Development

Clee, meaning Clay or Clayey Soil (presumably "Village on the Clayey Soils") in Old English, is mentioned in Domesday (1086AD), the Lindsey Survey (c.1115AD) and the Assize Rolls (1206AD). Thorpe is a term derived from the Old Danish, meaning 'secondary or outlying settlement'. Cleethorpes consisted of three hamlets, Itterby, (also known as Far or Middle Cleethorpes), Hole (Hoole or Oole) and Thrunscoe. Itterby and Thrunscoe were mentioned in the Domesday Book. The old town street of Itterby is the present Sea View Street. The former market place of Hole is now Market Street.

From the 13<sup>th</sup> to the late 15<sup>th</sup> century there was a gradual decline in the fortunes of the small settlements along this coast, due largely to the effects of the silting up of the local waterways. During the 16<sup>th</sup> century the economy of Cleethorpes comprised of fishing industry and mixed arable farming centred upon the higher till outcrops of the marshland.

By the 18th century, Cleethorpes was gaining a reputation as a seaside resort, popular with the wealthy during this period for newly fashionable health reasons to 'take the waters'. The Cleethorpes Hotel was first opened circa 1760 (later renamed the Dolphin Hotel).



The former Dolphin Hotel with its bathing machines. This early undated photograph shows the original Georgian hotel. The earlier Flemish bond brickwork of the taller Georgian building.

The population in 1790 was recorded as 285. Exploitation of the embryonic tourist trade is quoted from an early newspaper which states

*'At Cleethorpes men used to go out fishing while the women let apartments and made cheesecakes. Visitors came in coaches – some even in their own vehicles, driven by liveried servants. Many came in hired coache. This was the resort for fashionable county gentility'.<sup>6</sup>*

<sup>6</sup> Page 159. Portrait of Humberside. Ivan E. Broadhead. Published 1983.

From this time, the resort of Cleethorpes grew steadily in size. By 1826, the Lincolnshire directory refers to Oole and Thrunscoe as “Now resorted to as bathing space”. An Enclosure Act of 1842 set aside 2.5 acres of seafront for public recreation. In 1848 it was recorded in, *A Topographical Dictionary of England*, by Samuel Lewis:

*‘It is much resorted to as a bathing-place, for which it is highly eligible; the air is pure, the scenery good, and besides a few lodging-houses and smaller inns, there is a large hotel, built some years since, on an eminence embracing extensive views of the sea, the Humber, and the Yorkshire coast. Many of the population are employed in the oyster-fisheries’.*

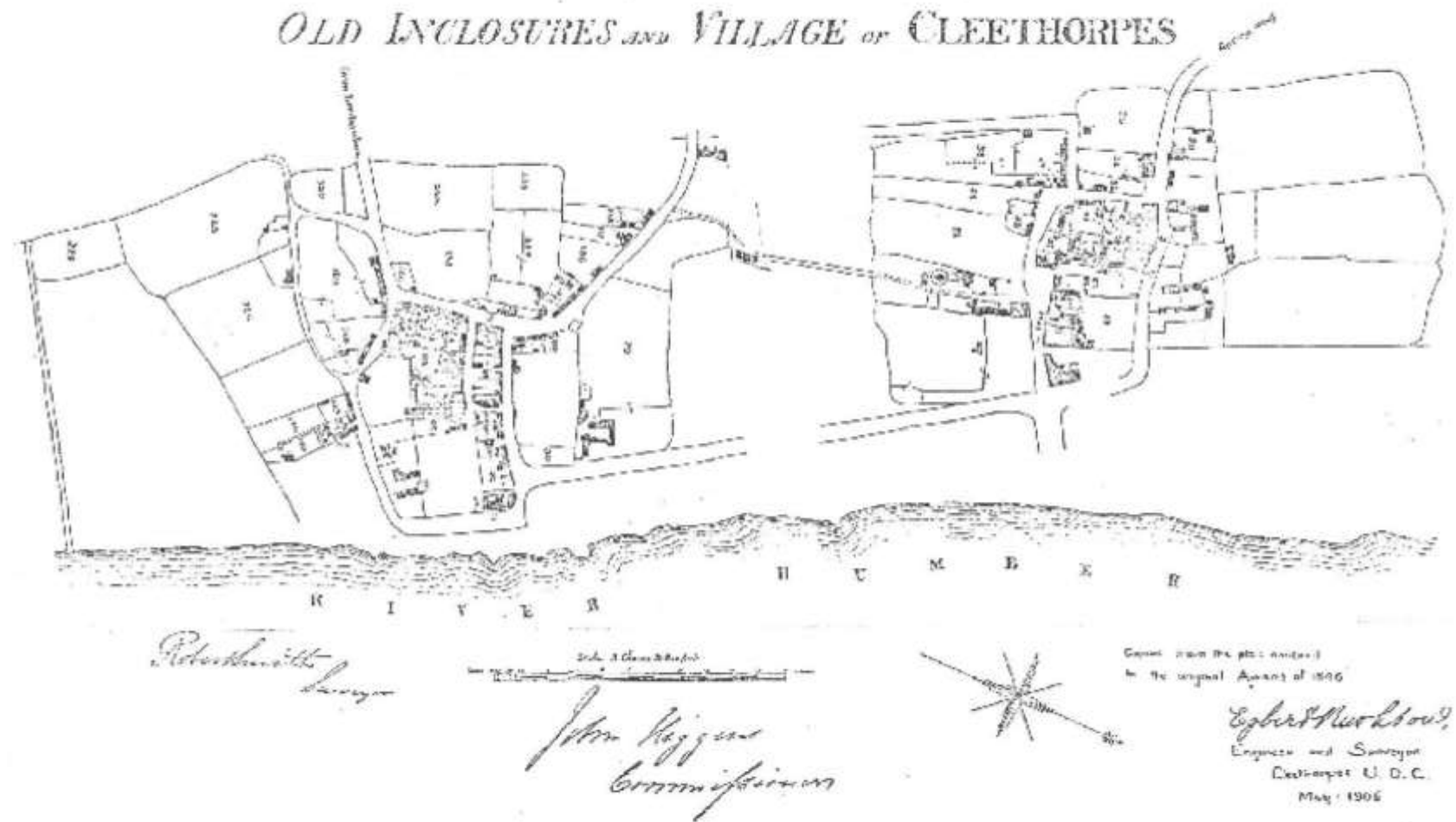
By 1850 there were 3 hotels, 19 bathing machines, 3 warm bath houses and 106 lodging houses in Cleethorpes. Many visitors now came from Hull by steamer as land communications were still poor.

Cleethorpes as a tourist destination gained momentum and prominence with the extension of the railway, from Grimsby to Cleethorpes, in 1863. At this time the permanent population of Cleethorpes stood at 1250, although 30,000 visitors are reputed to have arrived that first August Bank Holiday. Until this time the settlement was still in the form of two separate cores focussed around Market Street (Oole) and Sea View Street (Itterby) with open ground in between. This is seen clearly on the Enclosure Map dated 1846 (see page 7).

Thrunscoe, however, was not absorbed into the growing town until the 20th century.

By 1906 there was no longer a division between the two main settlements. This had now developed into a tightly packed grid plan. The expansion of Grimsby as a result of its world famous fishing industry and the investment and development of the seafront by the Railway Company who developed the town, assisted in this sharp increase in development. As part of its investment; the Railway Company were required to protect the coastline. In 1883, 17 acres of land were acquired as a result and a sea wall and promenade were constructed. The Railway Company also acquired the Pier Company, who had erected a 1200 foot long pier in 1873 erecting a pavilion to the seaward end by 1888 (destroyed by fire 1905). By 1885, the Railway Company had invested in further attractions including; swimming baths, restaurant, colonnades and landscaped gardens. These gardens were expanded in the early 20th Century with the creation of the gardens and promenade along Kingsway known as Kings Parade.

Tramways were also completed between Grimsby and Cleethorpes in 1886 as far as Isaac’s Hill, extended in 1897 as far as Albert Road, to Brighton Street (by 1899) and finally to Kingsway in 1902. The wide avenues in High Street and Alexandra Road reflect this former use. The trams ceased operation in 1936



CLEETHORPES IN 1846 (AS TAKEN FROM THE ENCLOSURE PLAN OF THAT DATE)  
NOTE THE TWO SETTLEMENTS OF OOLE (ON THE RIGHT) AND UTTERLY, JOINED BY CUTTLEBY.

Enclosure map of 1846 showing the separation of the two small settlements of Oole (right) and Utterly (left). Cuttleby can be seen as a historic link joins the two ancient settlements.



The investment and involvement of the Railway Company ceased in 1935 by the Cleethorpes Urban District Council Act of 1928. This Act approved the purchase of the whole of the seafront, the pier, the gardens and the promenade. The gardens were then made freely open to the public and the entrance to the pavilion redesigned.

St. Peter's Avenue was developed as a residential area in tandem with the arrival of the railway, the parish church of St. Peter being constructed in 1864-6 by notable architect James Fowler. Development of the town peaked around 1900 but buildings and features to provide entertainment were built well into the 1930's, including a cinema (dated 1920) in the High Street, bathing pool (1925) a boating lake (1928) with the beach front café kiosks later additions in the 1950's. Civic pride was also an important part of the town with fine Council Offices designed by the well-known local architect Herbert Scaping in 1904.



Pier Entrance circa 1900. Tramlines are seen in the foreground with the public fountain constructed of ornate cast iron. The Fountain was re-sited in Kingsway Gardens when this was completed in 1902 but was damaged by a trolley bus and demolished.

## Archaeological Sites

Evidence for human occupation of the Cleethorpes area exists for all the main periods of history from the Mesolithic (middle Stone Age 10,000BC to 4001BC) to the modern age.

Some of the most important evidence for human activity in Cleethorpes comes from the Neolithic (new stone age, 4000BC to 2351BC) and Bronze Age (2350BC to 701BC). The most significant site from this period is the preserved remains of a forest, comprising tree stumps, fallen trunks, boughs and a peat layer dating to roughly 2140BC. A c.24ha area of the forest is exposed at low tide on the Cleethorpes Foreshore, and has produced a number of stone tools.

Further evidence of occupation comes in the form of a Bronze Age burial mound at Beacon Hill (Scheduled Monument 1019865). A number of cremations were found inside the barrow contained within funerary vessels of the Collared Urn tradition, and flints covering a potentially wide date range have been found in the vicinity of the site. The number and types of finds of this period in Cleethorpes suggest that occupation was relatively dense, and it is likely that further finds will be made in the future.

The most relevant periods for the modern town, however, are the Early Medieval period (Dark Age/Saxon/Danish – 410AD to 1065AD) and Medieval (1066AD to 1539AD). The settlements of Itterby and Thrunscoe were both hamlets of sufficient size by 1086 to be recorded in the Domesday Book,

suggesting that they were well established by this time. However, Oole (or Hole/Hoole) does not appear to have been mentioned in Domesday unless it is one of the unidentifiable names (“Lost” settlements) such as Holtham, Houflet or Ouseby.

Archaeological deposits and artefacts relating to Medieval (1066AD to 1539AD) activity in the area have, so far, been relatively scarce. It is however true to say that the sub-oval layouts of all three of the hamlets, as seen on 19th century maps, is typical of other medieval settlements in the area.

Hints of the size of the population and their activities are provided by the use of the Bronze Age barrow at Beacon Hill as a Beacon, the documented existence of a Chapel of Ease at Itterby, the apparent holding of markets at all three Hamlet in the period around 1322 (much to the chagrin of the Borough town of Great Grimsby); and a substantial ditch excavated in 2007 which contained artefacts which may, very tentatively, be identified as salt working debris. In addition, large fish traps were exposed on the foreshore after storms in 1998, 1999 and 2000 which may date to the medieval period.

No archaeological sites from the post-medieval period (1540AD to 1900AD) have been found in the town with the possible exception of the aforementioned fish traps which may date to this period. Nevertheless, there are a substantial number of extant buildings, structures and designed landscapes in the town that date to the later part of this period which are discussed elsewhere in this document.

## Ancient Monuments

There are no Ancient Monuments within the Cleethorpes Central Seafront conservation area. The closest is Beacon Hill c.1km south west mentioned above.

## Select Sources

Ellis S and R Crowther (eds). 1990: *Humber Perspectives: A Region Through the Ages*. Hull University Press. Kingston upon Hull.

English Heritage. 2001: *Beacon Hill round barrow, on the south west side of the cemetery*. Schedule Entry. <https://www.historicengland.org.uk/listing/the-list/list-entry/1019865>

Humber Field Archaeology. 2014: *Rapid Coastal Zone Assessment Survey. Yorkshire and Lincolnshire: Phase 3*. Humber Field Archaeology. Kingston upon Hull.



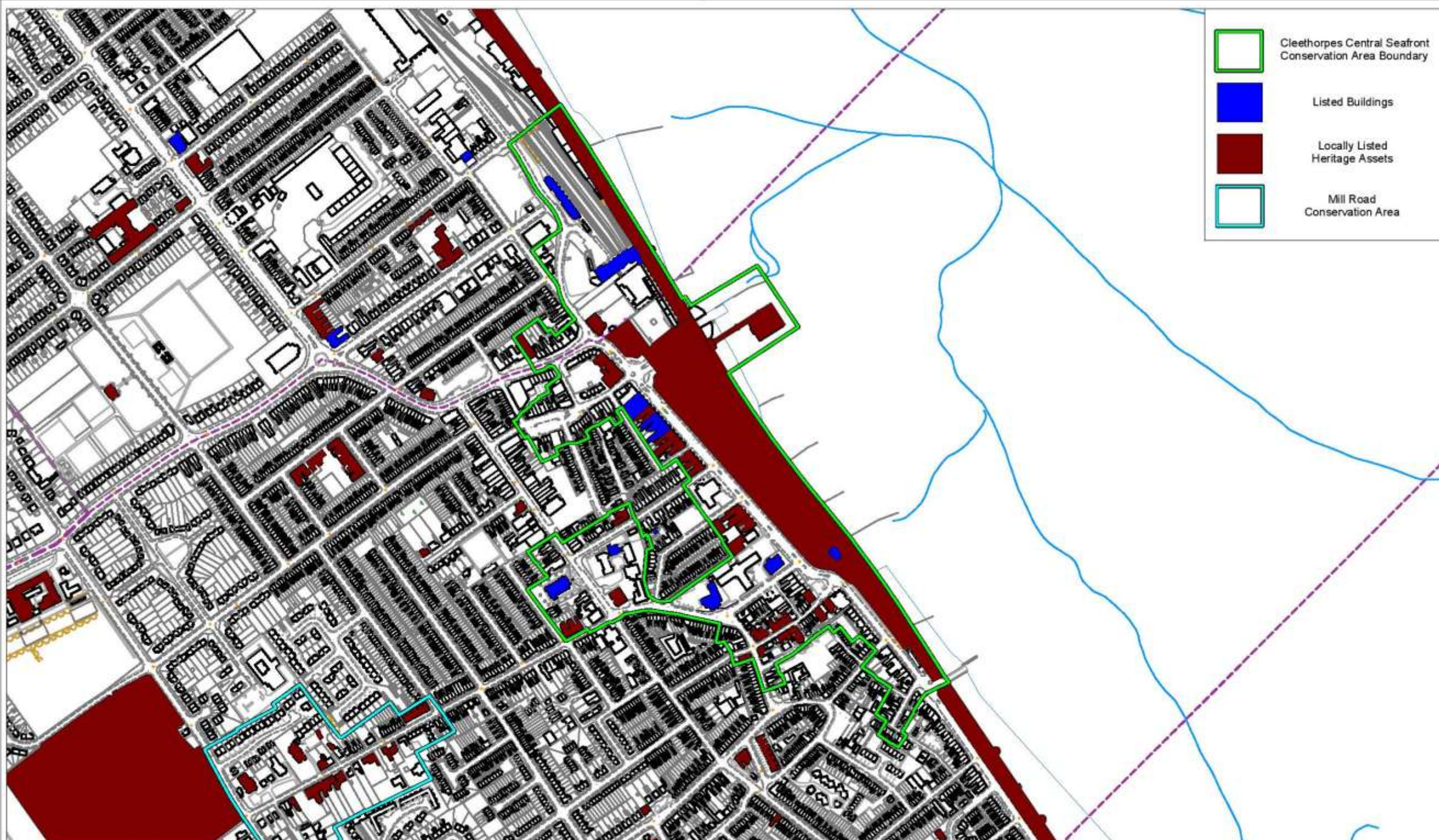
Photo taken of a single tree trunk part of the preserved remains of a forest, exposed at low tide on the Cleethorpes Foreshore, the area has also produced a number of stone tools.





Historic Environment Record  
Development Management  
Origin Two, Origin Way  
Europarc, Grimsby  
North East Lincolnshire  
DN37 9TZ

## Cleethorpes Central Seafront Conservation Area



-  Cleethorpes Central Seafront Conservation Area Boundary
-  Listed Buildings
-  Locally Listed Heritage Assets
-  Mill Road Conservation Area

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17th June 2016



## INTRODUCTION

### Key Views & Vistas

Saved policy BH1 of the North East Lincolnshire Local Plan 2003 entitled, *Protecting Development Within Conservation Areas* emphasises the importance of views. Specifically, how development 'may affect views into and out of the conservation area ... [expecting it] to make a positive contribution.'

In order to determine the effect of development on views it is important to first identify the key views and vistas of which this policy relates. For Cleethorpes Central Seafront conservation area, views both into and out of the following streets have been identified:

1. Sea Road / Market Street
2. North / Central Promenade
3. Alexandra Road
4. High Street
5. Sea View Street / Cambridge Street
6. Station Road



Unlike more urban bound conservation areas the Cleethorpes Central Seafront conservation area benefits from panoramic views across the mouth of the River Humber but also enclosed glimpse views from minor streets such as Dolphin Street which lead towards the seafront. These small views increase anticipation, requiring you to travel further to engage with the wider more open views associated with the resort.

Excellent views can also be had of Grade II Haile and Bull Sand Forts. An important reminder of the importance of the Humber both past and present. The long promenade also affords long views from the Cleethorpes Leisure centre towards Grimsby Dock Tower. A similar parallel view is available from points on Alexandra Road.

It is also important to add that the properties on Alexandra Road were designed to make the most of the views out over the river. However the reverse of this is that from the beach and promenade looking back towards the town centre the properties on Alexandra road are the principal view.

Further inland the only identifiable features in the landscape is St. Peters Church Tower and the finial on the Cleethorpes Town Hall (Court House).

Please note that views and vistas mentioned are not exhaustive and only represents the main entrances and vantage points of the area. Views, where change is likely to affect the areas special interest, may also exist elsewhere. Selected views are also identified on the Conservation area Map on page 11.



Photo taken from the Pier across the beach towards Alexandra Road. View of the properties on Alexandra Road are mostly obscured by the tree planting within the Pleasure Gardens.

## Setting

Setting has many definitions and no defined boundary. In some ways setting is personal and will differ for every person, for every site, each time they visit. Below are two well used definitions:

Setting - *“The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve...”* (Annex 2: Glossary, National Planning Policy Framework, Department of Communities and Local Government, 2012).

*“Setting includes interaction with the natural environment; past or present social or spiritual practices, customs, tradition, use and other forms of intangible cultural heritage that create and form the space as well as the current and cultural, social and economic context.”* (Xi'an Declaration on the Conservation of the Setting of Heritage Structures, Sites and Areas, ICOMOS, 2005).

Paragraph 132 of the NPPF states that, *‘significance can be lost through alteration or destruction of the heritage asset or development within its setting.’* For this reason and in accordance with Section 73 of the Planning (Listed Building and Conservation areas) Act 1990, applications effecting the setting of a conservation area should be advertised.

New development can intrude into valued views and vistas, so it is important to ensure that proposals do not have a negative

impact on the historic environment. In some cases, take a church tower, there is a need to preserve its prominence. Public spaces, important settings and street scenes need guarding and protecting from visually intrusive forms. To ensure this, all proposals need to be assessed against their impact on potential views within or effecting the setting of a conservation area or listed building.

As setting is based on interpretation, this judgement should be justified. In some cases this would be judged on visibility, in others on the scale and impact of the proposed development.

Applications effecting designated heritage assets must be accompanied by a heritage statement created using appropriate expertise. This should contain **context, description, significance, impact** and **justification**. A guide to creating a heritage statement can be found on the NELC website and is attached as Appendices 3.

The Historic Environment Record (HER) is a database where information on the historic environment is collected. This includes list descriptions and other documents on identified heritage assets which indicate wider sources of research and should be used to inform any heritage statement. You can contact the HER on the following:

Phone: 01472 324213

Email: [planning@nelincs.gov.uk](mailto:planning@nelincs.gov.uk)

## Green or Open Spaces



It is important to note that it is not just the buildings which affect the character of a conservation area. Green areas and open space of any kind (public or private) also contribute to the character of Cleethorpes Central Seafront. Above are four images to help explain this.

## 7. Pleasure Gardens and Promenade –

The pleasure gardens are divided into 3 separate zones:

Dolphin Gardens (as seen in image 7) which is to the north of Sea Road is formal in appearance with lawn and an oval walking path. The seating in this area faces inwards towards a dolphin sculpture making the area feel confined.

Pier Gardens which is located between Sea Road and the lifeboat station is the largest of the areas. It contains many points of interest including the Grade II Ross Castle, maze, waterfall, kiosks and armed forces memorial arch.

Kingsway Gardens is outside the conservation area situated between the lifeboat station and the Cleethorpes Leisure Centre. This visually extends the promenade up to the boating lake. Unlike the other gardens these are enclosed by railings.

## 8. Beach –

Groynes line the beach and are generally between 60 and 90 meters apart. These act to trap sand on the beach stopping it from traveling further down the coastline. It results in Cleethorpes having a fine sandy beach open to the public for recreational use throughout the year. Numerous events are held on the sand throughout the year. The beach is also open to dog walkers during the winter months.



## 9. Market Place –

Market place is a large tarmacked open space enclosed by two and three story terraces. Although it serves as an outdoor market twice a week through the summer for the majority of the time it functions purely as a car park and cross roads.

## 10. St. Peters Church yard –

The former grave yard now cleared of head stones and is fully grassed with perimeter planting. It acts as a gateway to the conservation area from the tightly packed residential terrace streets behind. The front section of it which contains the Cleethorpes WW2 memorial cross is now hard landscaped and separated from the yard by a low wall and hedge. This areas in terms of its relationship now forms part of the public realm.

Central Cleethorpes Seafront conservation area contains gap sites with potential for substantial new development both in and around it. For this reason the positive features from the environment such as building plot size, boundary treatments and spaces between properties need to be used alongside materials to inspire modern development. It is important that these features are retained and continued.

## Trees

Trees are important to maintain a natural presence in the built environment, offering both wildlife habitats and enhancing the areas visual appearance. Those trees of particular importance are located within the following areas:

- St. Peters Church Yard

The areas around St Peter's Church and St Peter's School provide strong evidence to support the argument that the existing tree cover are those indicated on the 1887 -1889 Ordinance Survey Map. The dominant tree species within the St Peter's Church / St Peter's School area is Sycamore. St. Peter's Avenue is also tree lined and provides character and interest to this end of the Avenue. Map evidence shows that this planting was likely to have been intentional. The Council have maintained and replanted trees in the avenue for many years. Lime trees line the lower half of Albert Street.

- Pier Gardens

Some evidence of the historic tree planting scheme is evident at Pier Gardens. Sycamore is a predominant species. The 1887 -1889 Ordinance Survey map indicates that both deciduous and coniferous trees were part of the original tree planting scheme, although the coniferous element appears to have reduced in volume. An Italian stone pine tree was planted in 2005 adjacent to the nature garden area and is a good example of not only the

coniferous element of the original landscaping being maintained but is also a continuation of the original vision for the Pier gardens.

Residents planning to carry out works to trees within conservation areas are required to give the Local Planning Authority six weeks prior notice. Anyone who cuts down, uproots, tops, lops, wilfully destroys or wilfully damages a tree in a conservation area without giving notice will be guilty of an offence. The same penalties apply as those for contravening a Tree Preservation Order.

Giving notice must be in writing describing the proposed works and identifying the location of each tree. It may be helpful to use the standard notification form provided by the Local Planning Authority. Guidance notes are also available. Similarly there is a Tree Works Application Form all of which can be found using the link below:

<https://www.nelincs.gov.uk/planning-and-development/find-out-more-about-trees/trees-conservation-areas/>

Posting details are also available at this address. To enquire as to whether a tree/s are within a conservation area or for information on how to apply to carry out works to trees within conservation areas please contact the Local Authority Tree Officers on the details below.

Phone: 01472 324213

Email: [planning@nelincs.gov.uk](mailto:planning@nelincs.gov.uk)



Photo of Sycamore trees which line the boundary of St. Peters Church yard.

## Public Realm

Only remnants and glimpses remain of any historic public realm. There are remaining pink granite or stone kerbs, stone gulley's and dark granite setts seen where tarmac has eroded (Market Street, Dolphin Street and De Lacy Lane). Almost all paving and kerbs are more recent late 20th century materials.

An ornate ironwork public fountain once graced Cleethorpes but this is now gone. Heritage style plastic waste bins, are dotted regularly in the streets of the conservation area. Tree grilles are placed around the base of some trees in St. Peter's Avenue adding character. Generally, wide bright yellow lines predominate throughout the conservation area. Pavements are generally laid with buff or grey slabs. Unattractive steel barriers dominate the entrance to Market Street. There are a mixture of lamp standards used throughout the conservation area, generally in a pastiche style with the exception of the promenades where a modern lamp is utilised.

Much of the cast iron railings to the Kingsway Gardens are original and set in pink granite. These were carefully lifted and reinstated when highway improvements were carried out in 2011.

No audit has been undertaken with regard to street clutter. However, it should be noted that standard double yellow lines have been used universally with highly unattractive steel barriers in some places. Road signage and traffic direction

signs are sometimes duplicated and give rise to clutter, particularly on mini roundabouts.

On street parking occurs in almost all streets in the conservation area usually with limitations (an hour or two hours duration) and dominates many streets. Sea View Street is severely affected by this parking which dominates a narrow traditional street.

The Heritage Team are consulted on proposed highways improvements and public realm proposals within conservation areas. Historic England (formally English Heritage), Streets for All Manual<sup>7</sup> is used as a basis wherever possible to inform proposed works.

Public realm enhancement of a high quality would be a significant improvement to the conservation area.

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<sup>7</sup> Streets For All: Yorkshire & the Humber, 2006

- Street lamps and Lighting.

The area contains a wide mixture of street lamps. Below are a few of these:

**11.** Wardall Street and Sea View Street contain black lighting columns with bell lamps. Due to the narrow width of these roads all of these stands are set back close to the building line.

**12.** Albert Road has a number of standard lighting columns however adjacent to the Library is this green column with lantern.

**13.** The Market Street has black lighting columns with bell lamps similar to (11) however these lamps have fish as decoration.

**14.** The parking area of the Market Place is lit by black lighting columns with two lanterns with decorative scroll detail.

**15.** Both Alexandra Road and St. Peters Avenue have illuminations which overhang the road.

**16.** The Pleasure gardens also contain illuminations. The mouse in the moon as pictured is on High Cliff Road.

11



12



13



14



15



16



- Surfaces

The majority of pavement and road surfaces are modern. All of the roads are tarmac. However evidence of historic materials do exist. The images below show just a snapshot of these:



**17.** The majority of the paving in the conservation area is likely to have originally been York stone. Some still remains under the balcony at 23 and 24 Alexandra Road. This is the only remaining evidence of the original footpath material in Cleethorpes.

**18.** Decorative paving exists on the promenade. This is likely 1980's in date, the design helps to break up the wide space and direct travel along the promenade.

**19.** On some streets cobbled sets exists where tarmac has been eroded. This image is of De-lacy Lane but it is thought that cobbles exists elsewhere hidden beneath modern road surfaces.

**20.** Original granite kerb stones can be seen on the east side of Alexandra Road and partially along Sea Road. This image is of Sea Road. Narrow primrose lines are also used here.



- Other Street Furniture

This includes bins, bollards, signs and traffic lights. Those identified include:

**21.** Here are the cast iron (or similar) railings running the length of North and central promenade. At regular intervals there are coin operated telescopes .

**22.** Various safety railings exist in the area. Most noticeably around the High Street and Alexandra Road junction. All of these are unpainted steel some with a square hand rail and others like in the photo adjacent to Dolphin gardens curved.

**23.** Converted phone box. Now re-sited and used as a cash machine and phone box.

**24.** Litter bins, of various style are dotted around the conservation area. All are black. Some are plastic is the one photographed which is on the corner of Alexandra Road and Sea Road. Fiberglass and metal versions also exist.

**25.** This metal sign post is located within the Pier Gardens. Although modern it is in keeping with the general character of the area.

**26.** This is a decorative cast iron bollard, one of a group situated either side of the central reservation on Sea Road.

21



22



23



24



25



26



- Seating

During the summer months Cleethorpes entertains a large number of tourists. For this reason and for the enjoyment of the residents there are a high number of seating areas in the conservation area. Some of these are shown adjacent:

**27.** This is an image of one of the benches within Pier Gardens. Whilst the exact design differs all are timber and metal.

**28.** Part of St. Peters Church Yard has been separated and incorporated into the pavement. In this area there are timber benches facing the war memorial.

**29.** This is a picnic table in Bursar Gardens. This is an enclosed garden within Pier Gardens designed to be family friendly and is the only formal picnic area. These are painted aluminium on concrete bases.

**30.** Along the Promenade there are a number of seating areas at regular intervals facing the estuary. Those photographed on North Promenade are black brick dwarf walls with timber slats to sit on. These do not have backs. Which gives you the opportunity to choose whether to face out over the beach and estuary or instead face the train station.

27



28



29



30



Overall, Cleethorpes Central Seafront conservation area contains a mixture of public realm details. In some instances these differences can contribute to the various character areas, however, in most cases, they do not. The majority of the area has standardised and unsympathetic street furniture and materials which does not generally contribute, in a positive way, to the character and appearance of the area. It could be argued that this; as well as material inconsistencies causes a detrimental impact on the historic environment. Therefore these are desirable to enhance.





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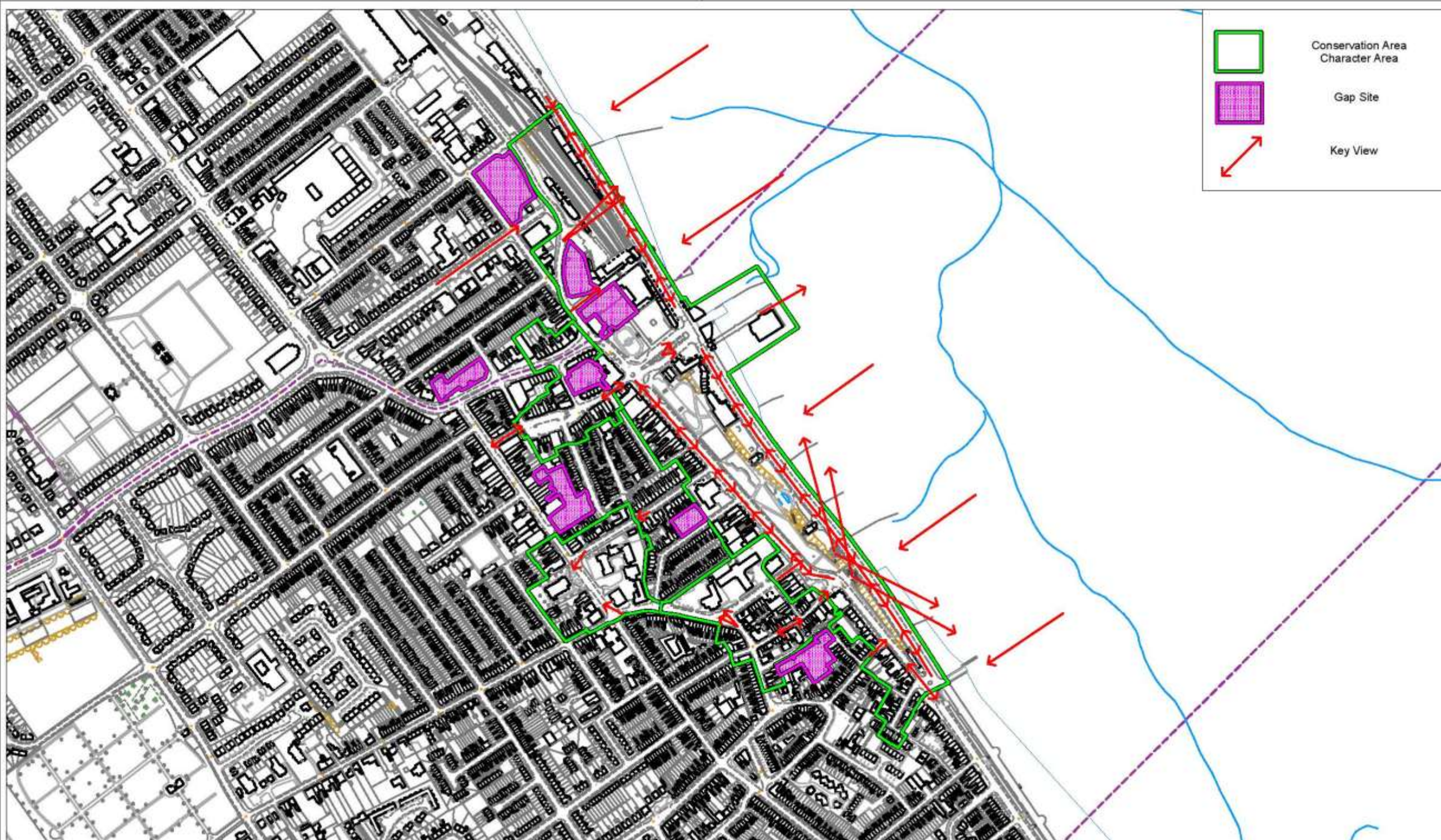
17th June 2016








Historic Environment Record  
Development Management  
Origin Two, Origin Way  
Europarc, Grimsby  
North East Lincolnshire  
DN37 9TZ

## Cleethorpes Central Seafront Conservation Area Key Views and Gap Sites



-  Conservation Area Character Area
-  Gap Site
-  Key View

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16th August 2016



## ASSESSING SPECIAL INTEREST

### Location and context

Cleethorpes is on the south bank of the Humber Estuary in the north eastern corner of Lincolnshire and forms the eastern section of the Grimsby conurbation. It is 3 miles from the large industrial port of Great Grimsby, some 45 miles NE of the City of Lincoln and 35 miles from the City of Hull via the Humber Bridge. Cleethorpes had a total population of 39,505 in the 2011 census.

### Landscape setting

Cleethorpes stands on a series of low cliffs which emerge from clay beds (with an underlying stratum of chalk) that separates the tidal estuary from habitable land. Prior to modern foreshore developments, this low cliff existed roughly along the line of the promenade. The small fishing settlements of Oole and Itterby were built on high points at either end of these cliffs with a slight depression, which may have been marshy, between them. These points are still noticeably higher than the central portion of Alexandra Road, especially when seen from the beach.

### Plan Form

The general character is provided by the wide linear seafront and its historic development as a Victorian resort with its promenade, pier, pleasure gardens and folly sat beside a wide golden beach. The predominance of Victorian and Edwardian architecture including typical seaside structures such as the pier, the railway clock and refreshment rooms and wide pavements lining Alexandra Road covered with ornate cast iron verandas. Earlier street patterns still reflect the historic settlements of Oole (Market Place) and Itterby (Sea View Street) where late Georgian development is evident. Historic grain is evident in regimented frontages, some reflecting possible Burgage plots (Sea View Street).

A later grid pattern of streets infill the two settlements which are mostly associated with Victorian town planning and development of the town. Terraced buildings predominate, interspersed sporadically with individual buildings (usually individual Victorian dwellings houses or Civic buildings). Rhythm is provided by the pattern of fenestration with regimented, predominantly vertical emphasis provided by traditional sliding sash windows and / or their openings. Punctuation is provided to some terraces by canted bay windows at first and sometimes second floors.

## Summary

The town's physical character is derived from a combination of the close relationship with the sea, the traditional settlement patterns of Oole and Itterby and the later seaside development by the railway that links them together. The inter-relationship of streets and spaces also relates directly to the former historic settlements of Oole and Itterby which are now joined by Alexandra Road and St. Peter's Avenue built during the 1850's. Typical late Victorian tightly packed grid pattern terraces infill the spaces between with many narrow lanes which lead to the sea front. The ancient footpath link of Cuttleby still exists between the two historic cores.

**“Conservation areas were introduced by the 1967 Civic Amenities Act as ‘areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’. Since then, more than 9,300 have been designated by local authorities across England. Their designation is about recognising the significance of an area - what gives it its special character - and then about managing its future. Designation is not intended to prevent change or adaptation but simply to make sure that their effects on what people value about a place are properly considered.”**

English Heritage. 2009: *Heritage At Risk Conservation Areas*. English Heritage. London.

## DESIGNATED SITES

### Nationally Listed Buildings

There are 222 list entries in North East Lincolnshire [as of 14/06/2016]. The law requires Listed Building Consent to be applied for and approved by the Local Authority before carrying out any works to alter or demolish a listed building in a way that will affect its character as a building of special architectural or historic interest. It is a criminal offence not to seek consent when it is required.

The map on page 11 shows 11 listed buildings which are inside Cleethorpes Central Seafront conservation area:

- Railway Station Buffet and Adjacent Station Buildings, Station Approach,
- Former Cleethorpes Railway Station buildings (1884), Station Road,
- The Empire, Alexandra Road,
- 42 – 45B Alexandra Road,
- Woodliffe Villa, Alexandra Road,
- Church of St Peter (Cleethorpes), St. Peters Avenue,
- The Old Vicarage (Cleethorpes), Albert Road,

- The Knoll, Alexandra Road,
- Council House, Cambridge Street,
- Railings to Council House along Cambridge Street elevation
- Ross Castle, Pier Gardens,

A more detailed description of all of these with grade and photographs can be found in Appendix 2.



The Knoll (1898), Alexandra Road, Grade II, described by Pevsner as a 'prosperous house'.

## Locally Listed Buildings

North East Lincolnshire's first local list was produced in 1973, with minor amendments in 1982 and 2009. This only covered parts of Grimsby and Irby upon Humber. The National Planning Policy Framework (2012) encourages a holistic approach to Historic Assets with historic buildings, archaeological sites, designed landscapes and other assets brought together. Following this a local list for Cleethorpes was created and adopted in 2013.

Local Lists differ from National Designations in that they act simply as points of reference, and usually cover assets of lesser importance. Local Listing does not impose any restrictions upon a historic asset, nor does it give additional protection from harm.

The intention behind compiling Local Lists is to raise awareness of the importance of the assets covered and provide information to developers, planners and the public. The Local Lists provide an important middle ground between the extensive Historic Environment Record, which attempts to record all historic assets whether of special interest or not, and the National Designations which have strict criteria and must be of national interest.

Local Lists are adopted by the Council through the Cabinet and are a material planning consideration.

There are currently 25 local list entries located within or partly within the Cleethorpes Central Seafront conservation area. These, as seen in purple on the map on page 11, are:

- The Former Albert Road Surgery, 32 Albert Road, DN35 8LX.
- Cleethorpes Baptist Church, Alexandra Road, DN35 8LG
- The former Dolphin Hotel, Alexandra Road, DN35 8LD.
- 21 – 24 Alexandra Road, DN35 8LG
- 25 – 27 Alexandra Road, DN35 8LG
- 30 – 35 Alexandra Road, DN35 8LF
- 36 – 40 Alexandra Road, DN35 8LF
- 46 – 47 Alexandra Road, DN35 8LE
- The Pier, Central Promenade, DN35 8SF.
- Seafront Gardens, Central Promenade and North Promenade, DN35 8LE
- RAF North Coates Strike Wing Memorial Statue, DN35 8SE
- O'Neil's Public House, Grant Street, DN35 8AT
- 26 to 28 High Street, DN35 8JN

- Memorial Cross, St Peter's Church, St Peter's Avenue, DN35 8HP
- St Peter's Church Hall, St Peter's Avenue, DN35 8HP
- National Westminster Bank, 2 – 4 Sea View Street, DN35 8EZ
- The Nottingham House, 5 and 7 Sea View Street, DN35 8EU
- HSBC, 11 and 13 Sea View Street, DN35 8EU
- 16, 18, 20, 22 and 24 Sea View Street, DN35 8EZ
- Fisherman's Arms, 29 Sea View Street, DN35 8EU and 25 Wardall Street, DN35 8HA
- Queen's Hotel, 28 Sea View Street, DN35 8EZ
- 31, 33 and 35 Sea View Street, DN35 8EU
- 47 and 49 Sea View Street, DN35 8EU.
- 20 Cambridge Street, DN35 8HB
- The Gallery, 51 Sea View Street and 31 Cambridge Street, DN35 8HB
- The Old Post Office, Yarra Road, DN35 8LS

This and the Local List for other areas within North East

Lincolnshire are updated on a regular basis. To up-to-date local lists including the above for Cleethorpes are available to view online using the following link:

<https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1455896487258-7509452e-f158>

The documents also describe the criteria against which each entry was assessed.



1930's Cinema recently redeveloped by J D Wetherspoon's as The Coliseum Picture Theatre High Street.

## Non Designated Heritage Assets

Under the National Planning Policy Framework non-designated heritage assets<sup>8</sup> must be taken into account in planning application decisions as they are a 'material consideration', as stated in paragraph 135<sup>9</sup>. So, the effect of any proposed development on the significance of any heritage asset is an important and relevant consideration.

Adjacent is an image of High Cliff Terrace which is an example of a non-designated heritage asset in the Cleethorpes Central Seafront conservation area. High Cliff Terrace is a late Regency style terrace of purpose built boarding houses circa 1850 (now much altered) of two storeys plus basement and is evocative of the former classical elegance of the resort. Incremental changes have eroded the architectural significance of this once fine terrace meaning they no longer meet the Local List criteria however, details such as the fenestration pattern can still be seen and there are some remnants of original features including iron stair rails and decorative fanlights above doors.

From a wider perspective there are numerous non-designated assets within Cleethorpes. Please note that any property which is located within Cleethorpes Central Seafront

<sup>8</sup> monuments or buildings.

<sup>9</sup> NPPF 135 –The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non-designated assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

conservation area, but not individually highlighted as being a heritage asset in this document, may still be treated as one. All property, regardless of age, condition or style is covered by the protection offered by conservation area designation.



(Above) High Cliff Terrace early 20<sup>th</sup> C. (Below) High Cliff Terrace 2015.





## LOCAL & TRADITIONAL BUILDING STYLES & MATERIALS

### Walls

The predominant material used for the construction of exterior walls visible in Cleethorpes Central Seafront conservation area is smooth red brick. It is likely that the clay to make some of these was taken from the pits. One of which is now filled with water and known as Chapman's Pond just north of the conservation area. Whilst bricks act as a base to the majority of the buildings in the conservation area, many frontages utilise other decorative materials.

The fine red brick and terracotta villa, 46 St. Peter's Avenue, was the home of the Chapman family and was something of a showcase for their products. Fiery smooth faced red brick and detailed terracotta work are prominent features throughout the conservation area. Earlier buildings exist in Sea View Street and handmade rather than manufactured red / brown bricks are still evident here.

Some buildings have limestone dressings. Others, such as HSBC on Sea View Street are faced entirely in Limestone. The old Post Office on Yarra Road is faced in yellow 'gault' brick. Other buildings such as The Coliseum Picture on High Street but most noticeably those buildings within the Promenade and Gardens are Art deco in style and finished in a rough render. Although red brick is the predominant

material, over time many properties have since been rendered which detracts from the original character but also hides architectural features.

The Dolphin arcade which is a replacement of a previous Victorian arcade is a significant outlier built entirely out of concrete. Whereas Barracuda is a mix of more traditional wall materials such as brick and timber but lacks the quality of its neighbours.



46 St. Peters avenue. Fine Edwardian Villa showcase of Chapman's brick works and faience.



## Shop Fronts

As a mixed use area, the shop fronts in the Cleethorpes Central Seafront conservation area make a significant contribution to the character especially at ground level. The earliest shop fronts in the area are on Sea View Street. 20, 22 & 24 Sea View Street are a Locally Listed trio with matching pilasters with classical corbels leaf and wild grape detailing topped by a projecting cornice spanning the entire length. 24 (Abode) still has its original column window frames, transom with stained glass and tiled recessed entrance.



Images of 24 Seaview Street. (Left) Corbel in classical leaf and grape design. (Central) Tiled entrance. (Right) Column window frame.

The predominant historic style of shop fronts and windows are Victorian/Edwardian, sometimes fitted to earlier buildings, usually timber with tile stall riser.

Recently there has been a resurgence in 'heritage' styled shop fronts, most noticeably on High Street. These replica shop fronts generally made with timber fascia and pilasters with

aluminium frames, contribute positively to the character and appearance of the area. However modern shop fronts of a lesser quality are common and detract. Opportunities, when presented, should be taken to replace these. Similarly, historic shop fronts that have been altered or hidden behind modern fittings, present opportunities for enhancement.

## Balconies

Cast Iron balconies and railings exist along Alexandra Road. They provide shelter for shoppers below but also act as an elevated viewing platform for residences above giving undisturbed views out to the estuary.

These are predominately floral in design and painted black. It is likely that historically details were picked out in colour although no photos have been found to support these.



Image of the cast iron balcony over 46 and 47 Alexandra Road.

## Roofs

Historic Photographs show that there were once thatched properties within this area, There is photo evidence of these on Cambridge Street and Wardall Street. Unfortunately all have now been lost. The current predominant roof covering is slate. Clay pan tiles are also used but contained mostly to the Sea View Street area.

Traditional roof materials in some cases have been lost in favour of concrete tile. Many of the 20<sup>th</sup> century additions to the area do not use any traditional roof materials and hence offer little, or even detract from, the town's character and special interest.



View of Cambridge Street c1880, showing image of Thatch Cottage with St. Peters in the background.

## Windows & Doors



Left) 6/6 Yorkshire sliding sash on Wardall Street. (Right) Vertical box sash 6/6 on New Road.

Traditional windows and doors are timber or metal. Depending on age these differ in style. Probably the earliest window style in the area are the 6/6 vertical sliding sash and Yorkshire sliding sash in the Sea View Street area. Photo examples above.

Many original windows of varying type including 20<sup>th</sup> C timber casements have been replaced with uPVC. Most of these no longer reflecting the style of the windows which they replaced. uPVC frames are often chunky and lack detail and quality.

Other windows such as vertical sliding sash's are often altered by fixing the bottom sash and hinging the top sash to open outwards.

## HERITAGE AT RISK

Overall, the condition of Cleethorpes Central Seafront conservation area presents some significant challenges. It is one of 5 conservation areas within North East Lincolnshire which is currently identified as ‘at risk’ on the English Heritage At Risk<sup>10</sup> register. Much of the damage to its character occurred prior to designation in 1976, yet there has also been several changes since, mostly relating to windows and the public realm, which have not benefitted the area’s character.

	Address	Designation	Risk
1	The Empire Theatre	Grade II	At Risk
2	Former Booking Office & Public House.	Grade II	Grave Risk
3	Station Clock Tower & Refreshment Rooms	Grade II	Grave Risk
4	Lifestyle (Sea View Street)	Local List	At Risk
5	The former Dolphin Hotel	Local List	Grave Risk
6	Valentino	None	At Risk
7	KFC	None	At Risk
8	The Kebab House	None	At Risk
9	35 Alexandra Road	Local List	At Risk
10	O’Neil’s	Local List	Grave Risk
11	Baptist Church	Local List	At Risk
12	33 Alexandra Road	Local List	At Risk

<sup>10</sup> List entry 7632 – described as ‘very bad’ and ‘improving’.

The Table adjacent was created using Historic England Building at Risk Methodology<sup>11</sup>.

The condition of buildings is generally very poor around the Market Place, and Alexandra Road. Conditions in High Street are now improved through recent planning decisions to secure high quality resolutions.

A large element of the Central Seafront Conservation Area scores high on the national deprivation indices and the local economy is largely dependent on the “summer” tourist trade for a few months of the year. The current economic climate nationally has also inhibited new development taking place. Unfortunately, it has sometimes been difficult for the Council to resist poor quality developments in the past, perhaps due to concerns that any development is better than very poor existing development.

North East Lincolnshire Council is now eager to ensure that only development of the highest standards of design quality are considered in order that past mistakes are not replicated within the conservation area or its setting. Poor quality development and further demolition of historic buildings should be resisted at all costs to ensure that the Cleethorpes Central Seafront Conservation Area is not further degraded.

<sup>11</sup> <https://historicengland.org.uk/advice/caring-for-heritage/help-historic-buildings/assess-condition-grade-2-listed-buildings/how-to-assess-condition/>

## EXISTING CHARACTER

Most of the area's current buildings represent additions and alterations from the late 19<sup>th</sup> up until the early 20<sup>th</sup> century, with a handful of modern examples. Ignoring modern infill, which should be designed to be sympathetic to the area, not enough is being done to preserve and retain features on buildings of historic value. There are also several 'gap' sites both inside and surrounding Cleethorpes Central Seafront which detract from the continuous street scene. Empty upper floors and vacant shops also lead to a deterioration in condition.

However, at present, enough remains of the original street pattern and historic building stock to represent the town's past that it is important to continue to protect. Cleethorpes Central Seafront's condition trend is currently registered on the At Risk Register as 'improving'. This document supports this positive direction.

## CAPACITY FOR CHANGE

There are a number of problems and pressures on Cleethorpes Central Seafront's conservation area which show that the area has capacity for change. However, change must be for the better and will need to enhance the character of the conservation area. It is hoped that the first round success for £1.9million HLF funding for a Townscape Heritage Grant will help to achieve this.

To ensure this occurs, and to assist those who may be considering development (or redevelopment), applications will require full pre-application engagement with the planning team. Potential applicants should prepare a Site Appraisal so as to inform proposals and their likely impact upon the conservation area. This should include an assessment of any buried historic assets. A Design Appraisal must also be produced, based upon the findings of a completed Site Appraisal. Both documents will be an essential part of any planning application<sup>12</sup>.

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<sup>12</sup> where relevant, including listed building consent.

## SITE & DESIGN APPRAISALS

- Site Appraisals should include the following information:

A thorough contextual analysis of the site and its setting, taking account of the setting of any listed buildings and/or buildings of local heritage merit, which may be in the vicinity or other features of outstanding significance, such as open spaces (public or private) and road layout which contribute to the character of the conservation area.

The Council will expect Site Appraisals to demonstrate that new development takes into account the scale, height, form, style, design and materials of existing buildings in the vicinity. Materials of which should follow those identified as traditional as set out previously.

- Design appraisals should include:

A full written rationale, supported by illustrative graphic material, explaining the design ethos of any proposed new development and why this will be appropriate to the conservation area, setting of listed buildings and/or buildings of local heritage interest and how this rationale relates to the contextual analysis of the site and its setting and the buildings around it.

When ground disturbance is involved, the archaeological potential of the area must also be taken into account and discussed within the above documents.

## COMMUNITY INVOLVEMENT

The Civic Society and internal council teams were informed during the creation of this document. All opinions and information received has been considered during its production. Other local authority services have also had the opportunity to contribute to its content. The new Draft Local Plan (2016) also identifies that the creation of up to date Conservation Area Appraisals and Management Plans are vital for the future security of our heritage, for our development, health and wellbeing and lasting legacy.

A further full public consultation is scheduled prior to this appraisal being placed before the Council's Cabinet for adoption. We welcome the views of the community and businesses on what they consider is important about their conservation area. Consultation will include:

- A letter addressed to all residents within the boundary of the conservation area inviting comment on the Conservation Area Appraisal.
- Provision of a dedicated web page on the North East Lincolnshire Council website where a copy of the Cleethorpes Central Seafront Conservation Area Appraisal and associated documents can be viewed and downloaded.
- A public display with the opportunity to view a hard copy of the appraisal document and maps.

- A public meeting including a presentation.

It must also be noted that without public support for the retention of the Borough's conservation areas there is a real risk that any suggested improvements to their protection and conservation will fail. This begs the question of whether or not these areas are viable to protect and if not run the risk of a movement towards de-designation.

In order to improve Cleethorpes Central Seafront conservation area we must see a significant increase in public appreciation of the area and it is recommended that the attached management plan is followed. In this way it is anticipated that the area will be enhanced and, as a result, removed from Historic England's At Risk Register. A better preserved heritage asset will undoubtedly lead to greater appreciation and therefore remove the risk of de-designation.

## IDENTIFIED ISSUES

The following issues have been identified and they will inform the creation of an effective Management Plan.

- A. Loss of historic detail - traditional windows and doors, boundaries and roof coverings.
- B. Development of a lesser quality – including inappropriate signage, unattractive shop fronts and alterations.
- C. Condition – in some cases lack of appropriate maintenance and neglect.
- D. Public realm – the use of standard street furniture, street clutter, pavements where improved maintenance would be beneficial and intrusive traffic control.
- E. Unauthorised development – small but important changes have taken place to some buildings where planning permission is required but it hasn't been obtained.
- F. Empty property – unoccupied shops as well as space above which has potential use as offices or residential.
- G. Gap Sites – those which are currently redundant (historically or due to demolition) as well as those, such as car parks, which are not used to their full potential and play no positive role within the conservation area.

## PROBLEMS & PRESSURES

The pressures that face conservation areas as a whole come from many different sources. Sometimes they reflect general economic weakness, but in other situations it is the demands of modern prosperity which cause these problems. The most significant threat to the character to Cleethorpes Central Seafront is the simple loss of historic building details such as traditional windows and doors and roof coverings.

For commercial properties, which make up the majority of Cleethorpes Central Seafront conservation area at ground level, problems include; unattractive shop fronts, inappropriate signage, badly designed infill and vacant or poorly maintained property or land. However, it is not only the state of individual buildings that endanger conservation areas it can also be due to a degraded condition of the streets and open spaces between them. This includes street clutter, poorly maintained pavements or intrusive traffic control. These have seen major change recently with the introduction of black and grey block paving and increased public seating. However, inconsistencies mean that future enhancement is still vital and it is important that its application respects the historic environment.

The economy is the driving force for change in Cleethorpes Central Seafront. Over time original fabric deteriorates and owners increasingly choose to replace them with cheaper alternatives. This can also be seen as a lack of knowledge

about the area's 'special interest', owners choose to replace rather than to maintain and repair. This lack of knowledge also extends to applications for new signage. In some cases, new businesses fail to apply for advertising consent and chose to display unsympathetic signage. For these reasons, some unauthorised development is present within the Cleethorpes Central Seafront area.

Land prices in the area not only drive ill informed decisions but also hinder development, making the redevelopment of many empty properties and gap sites unviable. This has contributed to the high numbers of empty upper floors and gap sites both in and surrounding the area. These further detract from the areas appeal. In the past, demolition resulted in some large areas of open space. Consequently, many of these areas closest to the town centre, over time have been converted into unsightly car parks. These large expanses of tarmac and in some cases hard-core, open up an area which would have once been enclosed, changing the character of the area for the worse. This can be seen at its worst to the north of the conservation area around Grant Street. Here the historic character is now represented primarily by the road pattern and the old railway buildings with the remainder of the space either overgrown or designated car park.

## CHARACTER AREAS

Large conservation areas such as Cleethorpes Central Seafront, contain areas of noticeable change in character. These may reflect; the predominant historic character which survives, function, class distinction, design or use. Areas where industrial, commercial, civic or transport-related activity takes or took place may also be identified.

These identified zones, within the principal designated area when defined, warrant their own detailed description and evaluation of significance. The following areas have been identified for the Cleethorpes Central Seafront conservation area:

- Seafront Character Area.
  - a new area proposed for addition to the conservation area including the riverhead and wharf.
- Sea View Character Area.
  - the main route through the area for pedestrians, contains a wide mix of commercial uses providing employment potential and vital services.

- St. Peters Character Areas.
  - area immediately surrounding the Parish Church and containing the train station and Old Market Place.
- Market Place Character Areas .
  - Area historically residential but more recently set out as parking, lacks architectural significance but is important strategically.

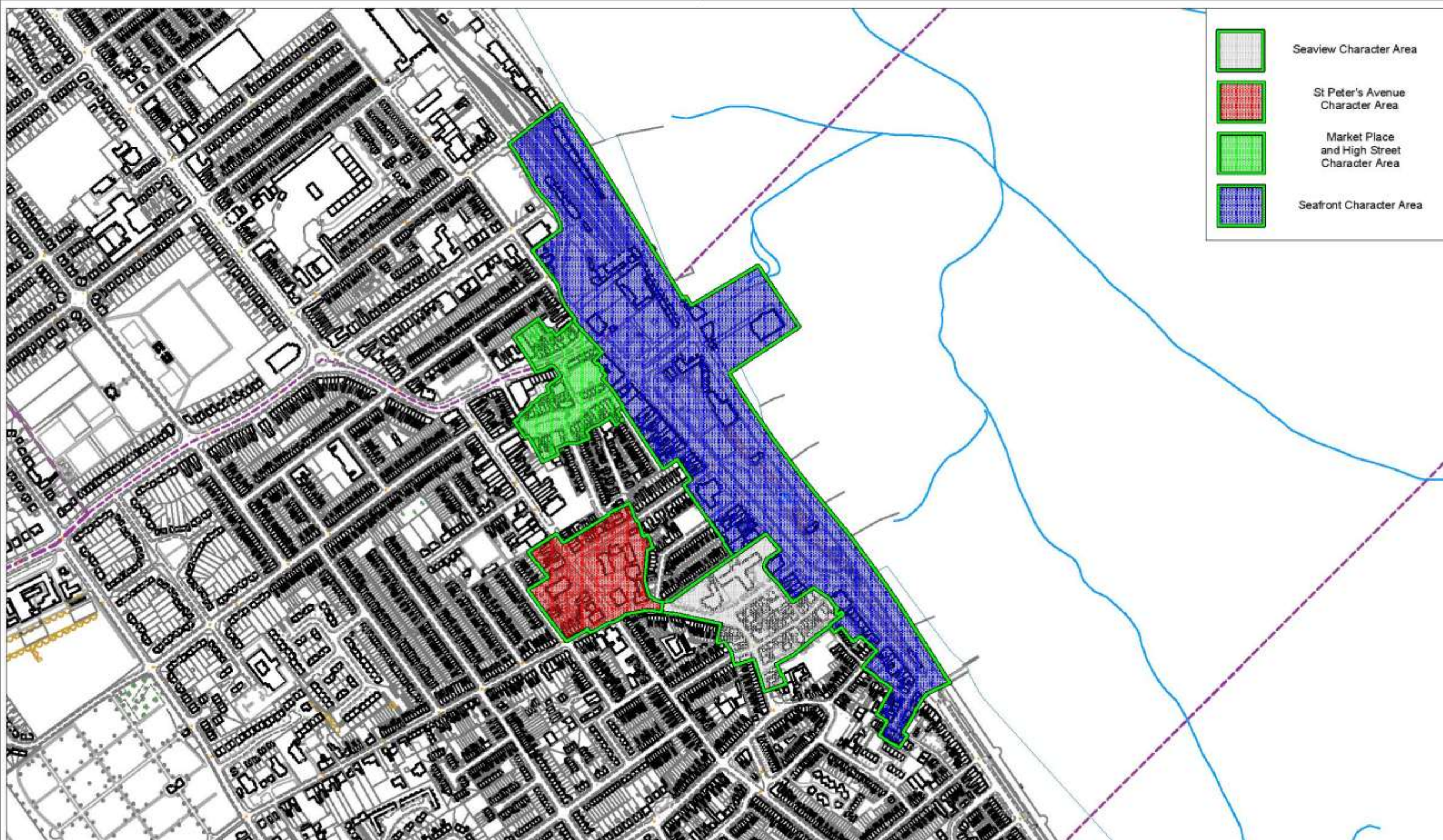
The boundaries for these four areas are defined on the colour coded map on page 40 below. Images of each area and a more in depth description follow.





Historic Environment Record  
Development Management  
Origin Two, Origin Way  
Europarc, Grimsby  
North East Lincolnshire  
DN37 9TZ

## Cleethorpes Central Seafront Conservation Area Character Areas



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7th July 2016



## Seafront

Alexandra Road and the promenade is representative of the traditional seaside town created as a result of Victorian railway investment. The current uses are predominantly food based with restaurants, hot food outlets and bars. The uses on the Promenades are almost exclusively related to tourism.

Alexandra Road has predominantly three and four storey development which provides a formal architectural continuous frontage to the pleasure gardens opposite.

A few exceptions are the single storey Edwardian arcade on the corner of Market Street, the single storey range of the former Dolphin Hotel, the modern extension to the Baptist Church, The Knoll (two storeys but still providing a focal point albeit within its own well defined space) and the Library.

A varied roofline with much architectural interest is derived from differing building heights with additional architectural embellishment provided by Flemish and shaped gables to some buildings.

A very clear horizontal emphasis and continuity is derived from the highly decorative cast iron balconies which line the street, extensive promenade and linear roadways.

Development within the promenade and gardens are predominantly from the 1930's or 1950's with an Art Deco influence. Central Promenade is backed by a sloping series

of paths within a green lawn area. Ross Castle provides a focal stop, landscape feature and viewing point with fine views across the mouth of the Humber and the North Sea and the pier.

Spaces between and around buildings and the relationship with the designed landscape are of significance adding to the open feeling of the promenade which is an essential element of traditional seaside character.

The pier is a dominant and highly distinctive feature seen from many long views along the entire promenade and beach.

The High Cliff Road area was developed in the 1850's providing purpose built boarding houses to accommodate the growing number of tourists visiting the resort. The land falls away from a prominence at the top of Sea View Street but maintains an even roofline. Development is similar to Alexandra Road in that it consists of a formal and continuous development line facing the sea front, however, a more reserved style of architecture with a more classical theme is evident showing the earlier origins of development as a seaside resort. Development in this area is predominantly three even storeys (or two storeys plus basement) with the exception of a later early 20th C half-timbered two storey building to the corner of Brighton Street. Painted red brick and stucco are the dominant materials in High Cliff Road. Small garden frontages hide a series of basements and set the development back from the pavement.

## Sea View

A very narrow historic street with two and three storey development historically (likened by local residents to The Lanes in Brighton). Narrow plots are suggestive of former Burgage plots. A continuous building line against the back edge of the pavement gives rise to a sense of enclosure and containment. Buildings are generally of red brick often painted and pan tile.

Some variation in roofline interest at eaves level with different storeys along the street. A single gable faces the street and there are three well detailed matching historic dormer windows.

A slight bend in the street with a glimpse of open sky at the end invites investigation of the sea front. Four buildings facing the junction of Sea View Street and Cambridge Street have been designed with formal corner features including the Art Deco style Queen's Hotel with a brick and Faience façade.

Many historic shop fronts are retained (in whole or in part) adding substantially to the architectural merit and character of the street. Deep fascia's and well detailed corbel brackets are a feature of shop fronts (however, many are marred with the addition of external box shutters). architectural merit at the top of Sea View Street constructed of dressed stone, brickwork and high quality architectural details.



Sea View Street towards Cambridge Street.

## St. Peters

Church (1864) is a key focal building, set amongst the former villas, within a landscaped area surrounded by trees. The very strong Gothic Revival style and asymmetric composition is striking. The majority of views are experienced when you approach from Cambridge Street.

Opposite the church is the former Vicarage (now part of a school complex) designed in 1852 by William Price Jones (Vicar of Clee) which has a prominent square tower (grade II listed) and provides a focal point to Albert Road. Tree lined avenue with wide pavements are a key element adding to the sense of enclosure and green space in an urban location.

Albert Road runs from St. Peter's Avenue in an easterly direction towards the sea front. A modern 20th C building provides interest as a corner feature into Albert Road. Beyond the building line is varied with two and three storey late Victorian villas which all have small walled front gardens.

The most architectural distinguished is the three storey town house at (32 Albert Road) with a distinctive parapet front to two sides which provides a focal point on the north side of this street. The south side has trees set in the pavement and the fenced but mainly open school playground surrounds the grade II listed former Rectory.

2 – 10 Mill Road are good examples of typical Victorian terraces adding significantly to the character and quality of the townscape.



Albert Road towards Alexandra Road with the tree cover to the right from the gardens of St. Peters Vicarage now St. Peters C of E Primary School.



## Market Place

The historic market place widens out in the middle of Market Street to form a large open space where a market is still held on Wednesdays and Saturdays. Vehicular access and car parking dominates the space and there is little sense of a traditional market. The overriding use in this area is pubs, clubs and hot food outlets with some limited retail use. Predominant uses result in a night time economy leaving the area vacant during the daytime.

The market area is contained on the north side by predominantly three storey development of Edwardian origin constructed when the Georgian market place was redeveloped and enlarged. These buildings are on a dominant scale with decorative stone capped brick Flemish gables and half-timbered gables with overhanging eaves providing architectural character and interest.

The market area is contained on the south side by a predominantly two storey development; however, many have gables with attics adding height and variety to the roofline and general street scene.

A continuous built line to the back edge of pavement is characteristic in this area. Predominant materials at present are painted brick and render.

There are some historic shop fronts (partial in most cases) often obscured by large modern signs. A good example of this is the shop front to the corner of Cross Street.

A range of single storey development circa 1960's set between Market Street and High Street is of a substantially different character and appearance to the traditional grain and form around it. Here the townscape diminishes and as a result the sense of enclosure is lost.

High Street is a very wide street with wide pavements (again, a reference to roads established via Enclosure Orders which were capable of including tram lines) with a sense of open space. Glimpsed view of the sea and open skies to the east inform of and draw you towards the seaside.

High Street (north side) is a predominantly Victorian and Edwardian development of two and three storeys giving rise to a varied roofline. The continuous curving building frontage is set mainly along the back edge of pavement to the eastern half of the High Street with buildings stepping back on the western half.

The three storey 19thC public house provides a partial stop and focal point to the top of High Street on Grant Street. The south side of High Street is dominated by 20thC redevelopment of little or no architectural or historic interest (and was so when the Conservation Area was first designated in 1976).

## TOWNSCAPE HERITAGE

***“The Townscape Heritage programme helps communities regenerate deprived towns and cities across the UK by improving their built historic environment. Grants range from £100,000 to £2million.”***

(Heritage Lottery Fund. 2016:  
<https://www.hlf.org.uk/looking-funding/our-grant-programmes/townscape-heritage>)

Townscape Heritage schemes help to reverse the decline of our best-loved historic townscapes. Local, regional and national organisations work together to repair buildings in conservation areas and bring them back to life.

Schemes don't just help to create attractive, vibrant places that people want to live, work, visit and invest in. They also inspire communities to find out more about their townscape heritage, and give local people the chance to learn new skills. The grant scheme was previously named Townscape Heritage Initiative.

The successful Stage One scheme submitted by North East Lincolnshire Council and ENGIE in September 2015 was the second such bid for Cleethorpes. In 2014 a bid was submitted for Market Street, High Street, Alexandra Road, Sea View Street and those streets immediately leading from these.

Feedback from this lead to a second application narrowing the focus area but proposing higher levels of intervention.

The revised and subsequently successful bid 'Discover Cleethorpes' covers the areas of Alexandra Road and Sea View Street only. The bid to HLF asked for £1.9million grant funding with a council match fund of £1million. This money combined is proposed to be used as partial grant funding for bringing vacant floor space into use and towards both the repair and reinstatement of architectural features. Along with these interventions part is also set aside to enhance the public realm.

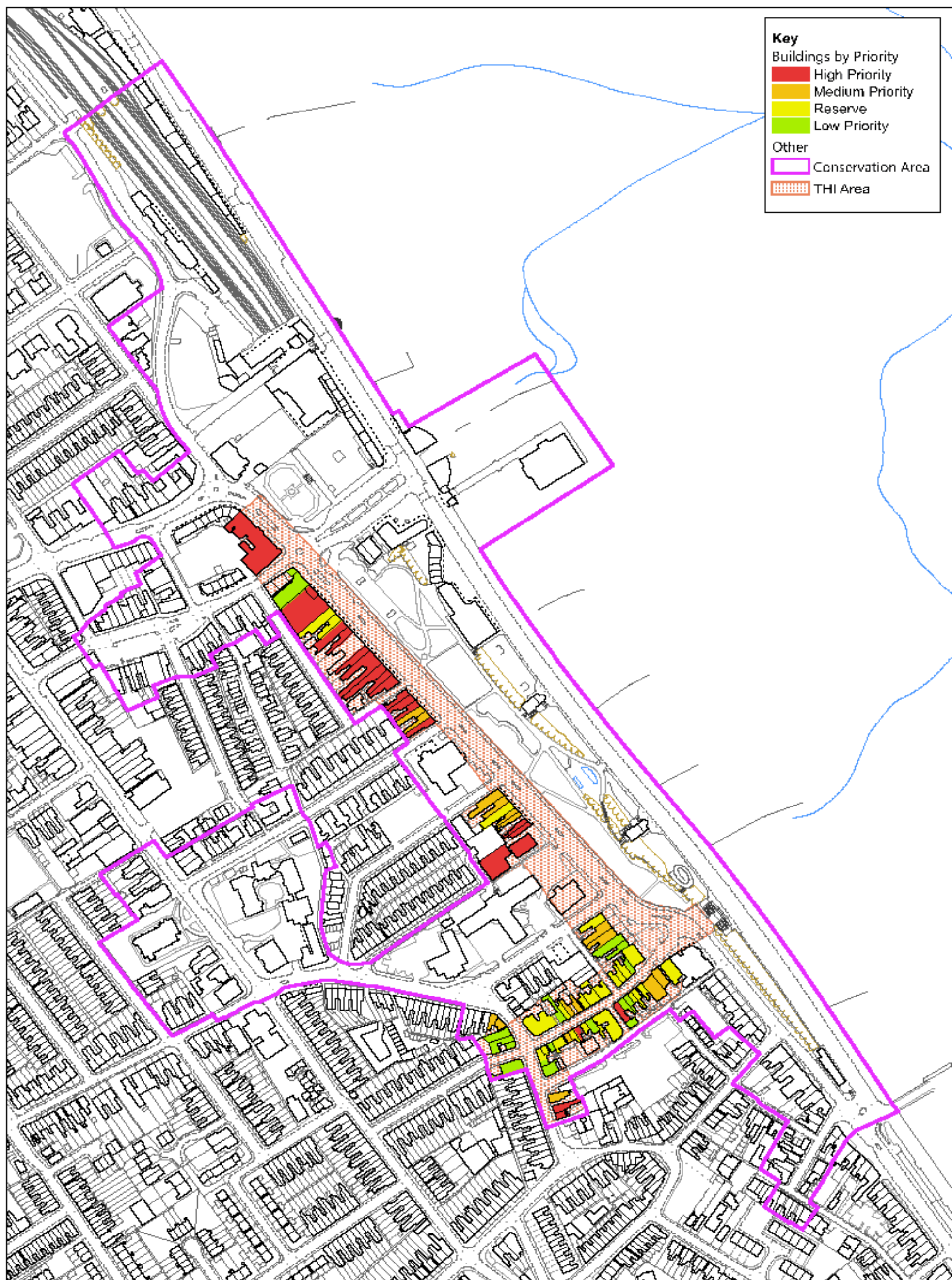
In order to secure the funding a Stage Two bid needs to be submitted by early 2017. This includes re-evaluating the area and the proposal to ensure that the project is deliverable. This includes the appointment of a Townscape Heritage Project Officer.

The grant scheme will run over a 5 year period or until all funds are exhausted and will be on a first come first served basis.

Intervention rates for grants will vary between 65% and 95% dependant on the type of work proposed. This means that owners and tenants of eligible properties will need to find a maximum of 35% match funding to secure a grant.

The map below shows the priority of the buildings within the area.





## RECOMMENDATIONS

- Progress and continue works to secure Townscape Heritage grant funding.
- The production of a Conservation Area Management Plan containing robust policies for the preservation and enhancement the Cleethorpes Central Seafront conservation area.
- Creation of a dated photographic record with all features recorded annually.
- Produce guidance and advice to owners, developers, etc. about the retention of key historic architectural features such as timber windows, brickwork, roof coverings, architectural detailing, shop fronts etc.
- Public realm – consider potential areas for future enhancement following Historic England guidance<sup>13</sup> for all highways repair, renewal and other public realm work in the Cleethorpes Central Seafront conservation area.
- Prioritise planning ‘heritage’ enforcement action.
- Through planning proposals, seek improvements to unsympathetic alterations and additions to the conservation area.
- Use Section 215 Amenity Notices to ensure owners undertake regular maintenance.
- Use a combined approach to identify empty properties and encourage their reuse.
- Look for opportunities to bring identified vacant and gap sites back into use and to encourage appropriate development here to benefit the character and appearance of the conservation area.
- Establish a Conservation Area Advisory Panel.
- Continue the development of the Townscape Heritage Project to deliver a successful scheme and investment in the town centre.

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<sup>13</sup> Streets For All: Yorkshire & the Humber 2006



## KEY READING

National Planning Policy Framework (NPPF):

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

Planning (Listed Buildings & Conservation Areas) Act 1990:

<http://www.legislation.gov.uk/ukpga/1990/9/contents>

Historic England:

<https://historicengland.org.uk/listing/what-is-designation/local/conservation-areas/>

Understanding Places: Conservation Area Designation, Appraisal and Management:

<https://www.historicengland.org.uk/images-books/publications/understanding-place-conservation-area/>

North East Lincolnshire Council Listed Buildings Advice (including List of Listed Buildings):

<https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1455892584959-facf46b3-573a>

North East Lincolnshire Council Local List of Historic Assets of Special Interest (Local Lists):

<https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1455892584959-facf46b3-573a>

## CONTACTS

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## APPENDIX

### 1. Glossary

*Burgage Plot* - A plot of land longer than it is wide, can include any structures on it. Typical of medieval towns. They indicate formal planning of a settlement.

*Conservation Area* - an area of notable architectural or historical interest or importance which is protected by law against undesirable changes. In the Planning (Listed Buildings & Conservation Areas) Act 1990 a conservation area is described as an 'area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.

*Curtilage* - Some buildings and other structures not mentioned on the list entry may still be protected by the listed building regime if they are within the curtilage of the listed building, predate 1<sup>st</sup> July 1948 and are or were ancillary to the listed building. There are a number of factors that go in to considering the extent of the curtilage of a particular building and whether the ancillary test is satisfied. It may be a criminal offence to fail to apply for listed building consent for works to a curtilage building when it is needed, so any doubt should be discussed with the local planning authority.

*Faience* – is used to describe a type of detailing similar to terracotta moulding. Both terracotta and faience are formed from ground clay mixed with sand or powdered fired clay which has enough plasticity that it can be moulded into a shape. Such materials are harder and fired to a higher temperature than an ordinary clay brick and as such require clay of a higher quality. The difference between terracotta and faience is that faience is covered with one or more glazes whereas terracotta is not. The glazing imparted on faience is sometimes used to imitate stone.

*Heritage Assets* - (monuments or buildings) of local or national significance sometimes referred to as *historic assets*.

*Listed Buildings* – A building , object or structure that has been judged to be of national importance in terms of architectural or historic interest and included on a special register, called the List of Buildings of Special Architectural or Historic Interest.

*Local List* - A building , object or structure that has been judged to be of local importance in terms of architectural or historic interest and included on a special register, called the List of Buildings of Special Architectural or Historic Interest. Local lists play an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment. Local lists can be used to identify significant local heritage assets to support the development of Local Plans.

*Public Realm* – spaces accessible to the public such as streets, pathways, right of ways, parks and open spaces. The term is used when describing the street furniture and signage which is located within these spaces.

## 2. Heritage Assessment Guidance

### *When to compile them and what is required*

The following table, whilst not exhaustive, explains when Heritage Assessments are required to be submitted as part of a Listed Building Consent Application or Planning Application.

Type of Application	Heritage Assessment Needed?	Likely form of Heritage Assessment
Listed building consent	Yes	See detailed information in the <a href="#">listed building consent checklist</a> Heritage assessment to include:
Planning application affecting a listed building or its setting (note that separate listed building consent may also be required)	Yes	a. Assessment of significance of the listed building(s) and its setting where this would be affected (including any curtilage buildings or structures)  b. An assessment of impact stating how this significance would be affected by the proposal Heritage assessment to include:
Planning application for external alterations to unlisted historic buildings in conservation areas	Yes	a. Assessment of significance related to the part of the building affected (i.e. front elevation)  b. Assessment of significance of any part of the conservation area that will be affected by the proposed development (such as the impact on adjacent historic buildings, group value, etc.)  c. Assessment of impact (on the significance) Heritage assessment to include:
Demolition or partial demolition in a conservation area	Yes	a. Assessment of significance of the building affected  b. Assessment of significance of any part of the conservation area that will be affected by the proposed demolition  c. Assessment of impact (on significance) Heritage assessment to include:
Planning applications for new buildings within the conservation area or its setting	Yes	a. Assessment of significance of any historic buildings (to include listed, locally listed and unlisted buildings) affected by the proposed development  b. Assessment of significance of any part of the

		conservation area that will be affected by the proposed development (such as the setting of other important buildings, key views into or out of the area, important trees or green spaces, etc).
		c. Assessment of impact on the conservation area as a result of the proposed development Heritage assessment to include:
		a. Assessment of significance of any historic buildings affected by the proposed development (to include listed, locally listed and unlisted buildings)
Planning applications affecting the setting of the conservation area	Yes	b. Assessment of significance of any part of the conservation area that will be affected by the proposal (such as the setting of other important buildings, key views into or out of the area, important trees or green spaces, etc).
		c. Assessment of impact on the conservation area as a result of the proposed development Heritage assessment to include:
Planning Applications within or affecting Registered Parks and Gardens	Yes	a. Assessment of significance of the area affected.
		b. Assessment of impact (on the significance) Heritage assessment to include:
Planning applications affecting a scheduled monument or its setting (note that separate scheduled monument consent may also be required)	Yes	a. Assessment of significance of the area affected.
		b. Assessment of impact (on the significance) including any archaeological impact Heritage assessment to include:
Applications within the Stallingborough archaeological area of very high importance and Central Grimsby (see <a href="#">archaeological areas</a> web page)	Yes	a. Assessment of significance of the site affected.
		b. Assessment of impact (on the significance) including any archaeological impact



## Outline for Heritage Assessments

Assessments of Significance should be factual in basis. It should not only assess the site and the existing buildings but also the adjoining heritage assets and the wider context of the area. It is from this point we can then determine what (if any) development may be appropriate for the site. Please feel free to include historic maps or photographs to aid the document.

As a starting point you will need to retrieve information from the Historic Environment Record (The HER), Hugh Winfield will be able to assist you with this. He can be contact via email at [hugh.winfield@nelincs.gov.uk](mailto:hugh.winfield@nelincs.gov.uk).

This outline is primarily intended to aid householder applications and other small scale developments; complicated or very sensitive assessments are likely to need to be written by heritage professionals with experience in compiling assessments.

### Summary

A basic non-technical summary of the information contained in the sections below. This should ideally be no more than a paragraph long.

### Introduction

This would be a brief description of which historic assets will be discussed below. What type of historic asset are they (e.g. buildings, archaeological sites etc), what date are they, how large are they, how far away are they from the development site?

In the case of modern buildings in Conservation Areas, or effecting the setting of a historic asset, briefly describe the modern building before describing the historic asset that will be effected.

### Site Location

Provide a description of, or map showing, the location of the asset(s).

### Relative Significance

This should be an objective assessment, or description, of the relative importance of the assets; are they Nationally Designated (Listed, Scheduled etc), Locally Listed, or Undesignated? If they are Undesignated, is this likely to be because they are of lesser importance or because their importance has not yet been recognised in any official way? Remember, the fact that a site is undesignated does not mean that it is not important.

### Development Proposals

What development works are proposed? This must be an objective view of the works explaining what will be removed/destroyed, what will be altered and what will be added/inserted.

If discussing the setting of an asset, outline how visible the development will be from the asset in question.

Discuss separate aspects of the development in turn if necessary.

### Assessment of Impact

How will the proposed developments affect the historic assets? This should be as objective as possible.

Is the effect major or minor, positive or negative? Note that, for example, removal of original features from a building or excavation of an archaeological site will always be negative.

Discuss each asset in turn if necessary.

### Conclusions

This should be a subjective analysis of the impact of the development upon the assets, the relative importance of the assets to be effected, justification for the works/development and discussion of which mitigation is proposed (if required) in order to reduce any negative impact.

### 3. National Designations – Listed Buildings

**Name:** 42-45B ALEXANDRA ROAD

**Road:** ALEXANDRA ROAD

**NGR:** TA3069008839

**Designated:** 22/12/1988

**Amended:**

**Grade:** II GV

**NHLE Number:** 1346980

**Legacy Number:** 164442

**Volume/Map/Item:** 870/8/3

**Description:**

Terrace of 4 shops and houses. Late C19 with later alterations. Red brick in Flemish bond (whitewashed to No 42/3, rendered to No 458), with Welsh slate roof. Cast and wrought iron arcade and balcony. 3 storeys, 8 bays: 2 bays to each house. Full length pavement arcade carrying first-floor balcony, with wide single bay to each house and narrower bays to entrances in centre and at left and right ends. Piers with tall moulded pedestals, bulbous foliate bases to fluted columns with foliate capitals supporting moulded upper sections with ornate openwork basket arches to narrower outer bays and similar brackets to inner bays (missing to no 45, obscured by nameboard to no 45A). Plain frieze. Ornate Arts and Crafts-style balcony railings with delicate scrollwork and floral motifs, frieze, moulded top rail and square column principals with moulded bases and shafts, foliate capitals and ball finials; similar railings at right angles between houses. Ground floor: pair of doors to centre (nos 43AB and 44), single doors to left end (no 4aAB) and right end (no 458), with shopwindows between. Both doors and windows in wood surround with panelled pilasters, fluted consoles, moulded cornice and frieze. The 3 original entrances to left (nos 42AB, 43AB, 44) with doors and overlights in panelled reveals (original 4 panelled door to 44, others C20). No 42/3 (Information Centre) has unsympathetic C20 doors and 2-light window beneath boxed-in cornice. No 45 (Take Five) has C20 4-light window

beneath C19 cornice. No 45A (Tom's Bargain Centre) has C20 6-light shopwindow. Early C20 entrance to no 458 to right has panelled door and Gothic-style overlight in reveal. First floor: each house has a balcony door and plain overlight beneath a moulded ashlar lintel, and a wooden canted bay window with pilasters, entablature with plain frieze, moulded cornice and hood. No 42/3 has C20 glazed door to left, half-glazed panelled door to right, C20 glazing to bays. No 44 has original half-glazed panelled door and plate-glass sashes to bay. No 458 has blocked door, original sashes to bay. Second floor: each house has a pair of windows beneath moulded lintels. No 42 and no 458 have unsympathetic C20 glazing, no 44 with original plate-glass sashes. Nos 44 and 458 have original moulded wooden eaves brackets flanking window lintels, moulded sections of brackets missing from no 42/3; plain eaves board throughout. 3 ridge stacks with bases, single brick bands, modillioned brick cornices.

Together with neighbouring No 41 (Woodliffe Villa) (qv), the best-preserved balconied buildings on the seafront.



**Associated HER Entry**

0047/18/0

Building: 42 - 47 Alexandra Road

**Name:** THE EMPIRE  
**Road:** ALEXANDRA ROAD  
**NGR:** TA3065508858  
**Designated:** 22/12/1988  
**Amended:**  
**Grade:** II GV  
**NHLE Number:** 1103471  
**Legacy Number:** 164443  
**Volume/Map/Item:** 870/8/27

**Description:**

Theatre, now amusement arcade. 1896, enlarged and refurbished 1900; unsympathetic later C20 alterations. Red brick in Flemish bond with sandstone ashlar dressings, colourwashed. Welsh slate roof. Timber arcade, iron balcony.

Rectangular on plan, with rear entrance to Dolphin Street. Main front to Alexandra Road: 3 storeys, 7 bays; symmetrical. Full length ground-floor pavement arcade (largely rebuilt in C20) carrying first-floor balcony. Plain wooden piers and basket arches, plain Cast-iron balcony railings. Ground floor front retains central basket-arched chamfered entrance with alternating plan and moulded ashlar voussoirs, foliate keystone; flanking sections remodelled c1970. Upper floors retain original details: projecting octagonal buttresses at left and right angles and flanking central gabled bay, pilaster buttresses between side bays. First floor: full-length windows with C20 blocking or inserted glazing beneath original ornate ashlar lintels with panelled friezes, foliate consoles and scrolled pediments. Flush ashlar band at lintel level, with foliate relief panels to buttresses. Raised moulded name plaque above central first-floor window. Second floor: central round-headed window with delicate radial glazing bars, moulded capitals, archivolt and fluted pedimented keystone flanked by ashlar stringcourse. Side bays have windows with moulded sills, moulded lintels with consoles and flat hoods; flush ashlar band at lintel level, with foliate relief panels to buttresses. Moulded ashlar stringcourse, dentilled brick frieze and moulded eaves cornice. The octagonal buttresses at each end and flanking the central gable project as short turrets with ornate onion domes and miniature cupolas with finials. Central coped shaped gable has

moulded slit light, stringcourse and segmental pediment with shell moulding and ball finial. Moulded brick-coped gables. Pair of axial stacks and pair of end stacks with moulded stringcourses. Right return bears remains of painted inscription "THE EMPIRE". Rear to Dolphin Street has 3 storey, 6-bay section with recessed outer bays flanking 2 central bays, 5 segmental-arched basement windows, door to right beneath segmental arch, 4 second-floor sashes, hipped roof.

Interior. Ground floor largely stripped or obscured by later partitions: stage boarded-in. Stairhall and gallery entrances have original staircases, basket-arched openings on moulded capitals, plaster panelling to walls with Adam-style plasterwork friezes and ornate moulded ceilings. Auditorium has full gallery around 3 sides, the side ranges with arcades of square timber columns with moulded arch braces to hammer beams carrying basket-arched roof trusses and a boarded upper ceiling with ornate cast-iron ventilator grilles. Ornate gilt carved wood and plasterwork proscenium arch: fluted Composite pilasters, with tapered Ionic pilasters above, flanking a wide basket arch with foliate and ribbed mouldings and foliate spandrels beneath a moulded cornice. The lower section of the stage arch removed or obscured at time of resurvey.

Not fully investigated.

Built at a cost of £4,500 and opened in May 1896 as the Alexandra Hall Theatre. Refurbished by M. Auguste Van Biene in 1900 to become the Empire Theatre. Closed as a theatre in 1960.

Formed part of the well-established national seaside resorts entertainments circuit, and still retains much of its early C20 character.

SOURCES: M Hart, Cleethorpes and the Meggies, 1981, pp 10, 41, 42.



### ***Associated HER Entry***

0047/19/0      Building: Former Empire Theatre, 49 - 52 Alexandra Road

**Name:** COUNCIL HOUSE  
**Road:** CAMBRIDGE STREET  
**NGR:** TA3076008596  
**Designated:** 17/09/1980  
**Amended:**  
**Grade:** II GV  
**NHLE Number:** 1103474  
**Legacy Number:** 164446  
**Volume/Map/Item:** 870/8/6

### **Description:**

Council Offices. 1903-04 by Herbert C Scaping of Grimsby, architect, Egbert Rushton, engineer and surveyor, and Henry Marrows, builder, for Cleethorpes and Thrunscoe Urban District Council. Council chamber refurbished 1936; general restorations and internal alterations to east wing in 1987-8. Red brick in English Garden Wall bond with ashlar dressings. Green slate roof to front, Welsh slate roofs to rear. Wooden cupola with lead-covered dome. Edwardian Baroque style.

L-shaped on plan: main central block 3 rooms deep with 2-room, central entrance-hall front, flanked by recessed wing to left and longer wing set back to rear right. Main block of 2 storeys with basement, 2 : 1 : 2 bays, with recessed lower 2-storey wings, the left wing of two stepped-back single-bay sections, and the right wing with a single bay to front and 8 irregular bays to right return. Continuous deep plinth with moulded ashlar capping, moulded stringcourses and ashlar banding throughout. Entrance has flight of 7 stone steps to projecting single-storey enclosed ashlar porch with banded rustication, round-arched concave-moulded doorway with triple keystone and impost band, moulded cornice and balustraded parapet. Porch supports a pair of ashlar Roman Ionic columns, rising full height of first floor, with husk festoons hanging from capitals, and dossierets with egg-and-dart cornice carrying a deep modillioned broken pediment with panelled soffit. Baroque cartouche in tympanum with carved head and fronds, inscribed "1904". Ground floor: moulded sill stringcourse, 12-pane sashes in segmental-headed ashlar architraves with double keys and flush lintels rising to moulded first-floor stringcourse. First floor: similar sashes in square-headed architraves with tall double keys, linked by 4



flush ashlar bands. Deep Ionic modillioned eaves cornice flanking central pediment; blocking course. Coped gables. End stacks with flush ashlar bands and moulded cornices. Central cupola: tapered square base with moulded cornice carrying lantern/bell turret with louvred openings, pilasters with scrolled feet, moulded cornice and ribbed dome with flagpole finial. Similar decorative details and fenestration to gable ends of main block and wings, the gable ends with single windows to each floor and a flush band across the gable, the wings with first-floor windows in architraves without keystones, linked by a flush lintel band with modillioned cornice and balustraded parapet, low-pitched hipped roofs and banded stacks.

Interior. Porch has ashlar memorial tablet with egg-and-dart border, draped urns and crest above, and inscription with names of architect, builder etc, dated 3rd December 1903; internal entrance with part-glazed panelled double doors in oak surround with architrave, Ionic pilasters, pulvinated frieze, egg-and-dart cornice and segmental pediment. Entrance hall: black and white diagonal-patterned marble floor, tripartite arcade to stairhall with round arches on squat scagliola Tuscan columns. Imperial staircase of cantilever ashlar steps with ornate cast-iron balustrade of bold Arts and Crafts foliate design. Venetian stairwindow with Ionic pilasters and archivolt with "Gibbs"-type voussoirs, containing stained glass with coats of arms; moulded cornice to stairhall ceiling with large domed rooflight with ornate glazing bars. Moulded cornices, round-arched openings to hall and corridors on both floors with moulded capitals, archivolts and panelled soffits. Council chamber, to first-floor front, has plaster modillioned cornice with pediment, segmental-vaulted plaster ceiling with moulded ribs bearing fruit and foliage; ornate oak fittings, (incorporating panelling dated 1936 on brass plaque), include canopied dias and door surrounds with pulvinated friezes, modillioned cornices and pediments, panelled dado with dentilled rail. Commemorative plaque in entrance lobby records the Kingsway improvement of 1901-6 with arms in relief and engraved plans of seafront.

Undergoing renovation at time of resurvey.



#### ***Associated HER Entry***

0048/7/0

Building: Cleethorpes Town Hall, Cambridge Street

**Name:** THE KNOLL  
**Road:** ALEXANDRA ROAD  
**NGR:** TA3084808646  
**Designated:** 22/12/1988  
**Amended:**  
**Grade:** II GV  
**NHLE Number:** 1346979  
**Legacy Number:** 164440  
**Volume/Map/Item:** 870/8/1

**Description:**

Houses, now offices. 1898, with C20 alterations. Red brick in Flemish bond with ashlar dressings. Welsh slate roof.

Main range approximately square on plan, double-depth, with 2-room, central entrance-hall east front, secondary south front, and service wing to rear right. 2 storeys, 3-bay asymmetrical east front with projecting section to right. Moulded ashlar plinth. 4 stone steps to ornate ashlar doorcase with pilasters bearing carved relief of urns and foliage, scrolled capitals with bowls of fruit, and foliate dosserets carrying plain entablature with moulded cornice. Projecting rectangular ground-floor ashlar bay window to left with tripartite plate-glass sash to front, pilastered mullions with paterae ornament, pulvinated frieze and slightly advanced central pedimented section with relief carving to tympanum. Projecting bay to right has canted ground-floor ashlar bay window with similar surround carrying segmental pediment with figured relief in tympanum. First floor sill stringcourse. Porch supports a semi-circular ashlar bow window with panelled apron bearing relief of fronds, and tripartite sash with plain pilasters. Side bays have tripartite ashlar sashes with slightly advanced central sections and plain pilasters. Ornate moulded brick and ashlar cornice with pulvinated frieze, billet and pellet mouldings, corniced gutter. Small conical roof with iron ball finial above central bow window, ashlar pediments with iron finials above side windows: segmental pediment to left with relief of urn and foliage; triangular pediment to right with date in cartouche. Hipped roof with roof balcony with ornate miniature cast-iron balustrade with finialed principals. Pair of ridge stacks to right return, single stack to left return, with ashlar plinths and moulded cornices. Left return forms secondary 2-

bay front to Knoll Street. Left bay breaks forward, with ground-floor canted ashlar bay with triangular pediment; right bay has ground-floor bow window with cornice and miniature cast-iron balcony railings. First floor: tripartite window to left, 2-light window to right. Single segmental-headed roof dormer to right. Similar dormer to right return. All windows with C20 replacement sashes.

Interior. Entrance lobby has ornate part-glazed entrance to main hall, with carved pulvinated frieze and scrolled pediment with carved tympanum above door, and side panels with geometric glazing bars and stained glass. Hall has panelled doors in architraves with similar ornately-carved entablatures and pediments, stained glass screen to rear, moulded panelled ceiling. Open-well staircase with turned balusters, moulded handrail and ornate newel-posts with carved panels, finials and pendant drops. Basket-arched stairwindow with pair of round-headed lights in shafted surrounds with ornate geometrical glazing and stained glass with central figures. Upper hall has similar moulded frieze and ceiling. Main rooms to both floors have original ornate woodwork and plasterwork: ground-floor right, in "Georgian" style, has columned chimneypiece, Adam-style frieze and garlanded plasterwork ceiling: most other rooms have Jacobethan-style interiors.



**Associated HER Entry**

0047/16/0

Building: The Knoll

**Name: WOODLIFFE VILLA**

**Road: ALEXANDRA ROAD**

**NGR: TA3069008828**

**Designated: 22/12/1988**

**Amended:**

**Grade: II GV**

**NHLE Number: 1103470**

**Legacy Number: 164441**

**Volume/Map/Item: 870/8/2**

**Description:**

House and restaurant. Late C19 with C20 alterations. Red brick in Flemish bond. Welsh slate roof. Cast iron arcade and balcony.

3 storeys, 2 bays. Full length pavement arcade carrying first-floor balcony, with narrow bay to entrance to right, and wider bay to left, slender columns with octagonal bases, ribbed lower sections to shafts, and composite capitals; ornate openwork round arch to narrower right bay and similar arched brackets to left bay. Plain frieze. Ornate balcony railings, of 4 panels, with scrollwork and dog-bars to lower section, closely-scrolled upper section with floral motifs; square section principals with ball finials. Ground floor: 2 stone steps to recessed C20 part-glazed panelled door beneath plain fanlight in rendered original round-headed surround with keyed arch, moulded archivolt and imposts. C20 shopfront to left. First floor: part-glazed double doors beneath overlight and keyed ashlar and brick. segmental arch with moulded ashlar capitals. Canted wooden bay window to left, with pilasters, segmental-headed plate-glass sashes, moulded bracketed frieze, dentilled cornice and hood. First floor: pair of windows with ashlar sills and C20 glazing beneath segmental keyed arch similar to first-floor doorway. Keystones and capitals to door and window arches bear a variety of moulded foliate and shell motifs. Moulded brick cornice. Stack to left with moulded brick cornice, raised later in C19.

Together with neighbouring Nos. 42-45 inclusive (qv), the best-preserved balconied buildings on the seafront.



**Associated HER Entry**

0047/17/0

Building: Woodliffe Villa, 41 Alexandra Road

**Name: RAILINGS TO COUNCIL HOUSE ALONG CAMBRIDGE STREET  
ELEVATION**

**Road: CAMBRIDGE STREET**

**NGR: TA3075408581**

**Designated: 17/09/1980**

**Amended:**

**Grade: II GV**

**NHLE Number: 1103475**

**Legacy Number: 164447**

**Volume/Map/Item: 870/8/7**

**Description:**

Walls and railings. 1903-4 by Herbert C Scaping of Grimsby, architect, Egbert Rushton, engineer and surveyor, and Henry Marrows, builder, for Cleethorpes and Thrunscoe Urban District Council.

Ashlar piers and dwarf wall; wrought-iron railings. 7 bays: sinuous 4-bay section to left, flanking main entrance to Council House (qv), and straight 3-bay section to right, flanking gateway. Square-section piers with egg-and-dart cornice, moulded cornice and domed tops. Round-topped dwarf wall, ramped up in 3 places. Plain railings with pointed finials, the 3 sections to the left each containing 2 intermediate panels with struts to rear buttresses, the panels with scrollwork and ornate tops of a similar Arts and Crafts style to the Council House staircase balustrade.



**Associated HER Entry**

0048/7/0

Building: Cleethorpes Town Hall, Cambridge Street

**Name: ROSS CASTLE**

**Road: CENTRAL PROMENADE**

**NGR: TA3093108662**

**Designated: 17/09/1980**

**Amended:**

**Grade: II GV**

**NHLE Number: 1103476**

**Legacy Number: 164448**

**Volume/Map/Item: 870/8/8**

**Description:**

Castle Folly. 1885 for the Manchester, Sheffield and Lincolnshire Railway Company. Iron slag and limestone rubble. Built into the low sea cliff.

Oval on plan, approximately 40 metres long by 25 metres wide, and approximately 10 metres high. 2 stages, the larger bottom stage, with low buttresses on the seaward side, carrying a path winding up to the top of the upper stage which has a wide arched recess on its south-west side and an irregular parapet above. Built as part of the improvements to the promenade and pier gardens undertaken by the railway company, and named after the company's secretary, Edward Ross. The top of the castle marks the original height of the clay cliffs which were being eroded by the sea until the new promenade was created.

**SOURCES:** G Parratt and A J Kay, Cleethorpes Trail, 1987 p 5.



**Associated HER Entry**

0047/8/0

Building: Ross Castle



**Name: FORMER CLEETHORPES RAILWAY STATION BUILDINGS  
(1884)**

**Road: NORTH PROMENADE**

**NGR: TA3065209074**

**Designated: 17/09/1980**

**Amended:**

**Grade: II GV**

**NHLE Number: 1161596**

**Legacy Number: 164456**

**Volume/Map/Item: 870/6/15**

**Description:**

Former railway station Refreshment Rooms, station Clocktower, adjoining sections of station buildings and steps to Promenade. 1884 with alterations of 1960s. Refreshment Rooms and Clocktower by Lockerbie and Wilkinson of Birmingham, makers. For Manchester, Sheffield and Lincolnshire Railway Company. Refreshment Rooms have red brick and ashlar base, cast iron framework, timber and glass walls, felted roof. Clocktower of timber with red brick to first stage, and cast iron balcony, clock and cresting. Adjoining station buildings of red brick with yellow brick and sandstone ashlar dressings, Felted roof. Glass roof to passage. Steps of red brick with ashlar treads and cast iron railings.

L-shaped on plan: on the east side the L-shaped Refreshment Room facing the Promenade with adjoining station offices in the north-west angle, and entrance steps to north-east corner; adjoining range of station buildings to west with Clocktower on west side. Single storey throughout, apart from Clocktower 3 storeys high. Refreshment Rooms: tall single-storey southern section with 3 bays to east and west sides, single bay and rounded corners to south, lower 3-bay northern section facing east towards Promenade. South and east sides have brick base with chamfered plinth, brick pilasters with rounded angles and recessed panels in chamfered surround, stone capping. Iron superstructure of spiral-moulded columns with composite capitals carrying round-arched arcades to southern section, basket arches to northern section, all with foliate ornament in spandrels. Inscribed maker's plates attached to base, of columns. The taller southern section retains original timber framework to

west and south sides: each. bay has a timber apron with a pair of recessed panels flanking an attached central column with a moulded base and capital rising to a projecting sill which supports a taller similar column dividing a 2-light window with single plate-glass panes below 8 small panes; traceried plate glass windows above have wooden round arches springing from the attached columns, with roundels in the spandrels, forming interlacing arcade with the cast iron outer frame. Entrances with double doors to north west and south west, the latter a later insertion. South side has original glazing and wooden tracery, replaced panels below. East side has original small-pane and traceried windows above, replaced glazing and panels below. Rounded hipped roof with raised flat central section. 3-bay north-east section has taller central bay with moulded wooden pediment bearing ornate scrolled cast ironwork in tympanum; original small-pane glazing to upper section, C20 glazing and panels below; pitched roof to pedimented section, flat roofs to either side. Single-bay return to north side has half-glazed door to left, and similar glazing to east side. Flight of 5 steps alongside, rising from Promenade to section platform, have railings with plain bars and moulded principals with ball finials. Adjoining single-storey station building has gabled north front with 3-bay round-arched blind arcade, with lower and narrower central arch, pilasters with moulded ashlar bases and flush yellow brick bands, keyed yellow brick arches with hoodmoulds, pair of round-headed plate glass sashes to left with ashlar sill and yellow brick arches, board door to right and inserted door to central bay, stone-coped gable. West side has 3-bay arcade with square brick piers, C20 lintels and fascia replacing former arches, boarded infill to left bay, open passage to right, with pair of panelled doors and 2-pane fanlights, that to central bay beneath a yellow brick round arch, that to right in a recessed panel beneath a round arch with ashlar key and hoodmould. Similar keyed arch to open passage alongside Refreshment Rooms. Clocktower: square on plan, 4 stages. Timber, with red brick to first stage, and cast iron balcony, clock and cresting. First stage: moulded plinth to west side, moulded timber angle pilasters with floral ornament to tops, board door to west side in keyed architrave beneath panelled recess, recessed panels to north side

[probably former door) in key architrave. Plain C20 weatherboarding to second stage. Third stage has angle pilasters, pairs of recessed panels to each side containing raised keyhole-shaped panels with small circular windows. Ornate cast-iron brackets supporting miniature balcony with single rail carried by ornate posts with finials. Top stage has ornate- cast-iron clockfaces with Roman numerals, in cast-iron surrounds with foliate motifs, moulded wooden cornice, scrolled cast-iron cresting above each side, and diagonally-set openwork cast-iron ogee spire supporting an ornate central finial with crown and windvane. Adjoining section: north side, facing platform, of 3 bays with narrower central bay, pilsters, C20 lintel and fascia, plate-glass door and windows; east side, facing passage alongside Refreshment Rooms, has twin round-headed keyed arches to right with recessed panels containing window and half-glazed panelled door and 2-pane overlight beneath round arches, recessed section to right with 4-pane sash and panelled door with 2-pane overlight beneath round arches. South side of range has C20 rebuilt shop section with rounded angle to south west, hipped roof. Passage between Refreshment Room and Clocktower sections has C20 4-bay gabled glass roof.

Interior of Refreshment Rooms contains attached square columns, with mirror side panels and roundel ornament, rising full height to moulded cornice; ribbed roof with wrought-iron ties with ornate pendant drops at intersections. Early illustrations of the station show a rounded hipped pavilion roof to the open passage, the clocktower with an arch on the south side of the bottom stage and a miniature balcony to a short, panelled second stage, and ornate ironwork decoration to the Refreshment Rooms roof.



#### ***Associated HER Entry***

2000/1/2

Building: Cleethorpes Railway Station (1884)

**Name:** CHURCH OF ST PETER

**Road:** ST PETER'S AVENUE

**NGR:** TA3054408614

**Designated:** 22/12/1988

**Amended:**

**Grade:** II GV

**NHLE Number:** 1309988

**Legacy Number:** 164466

**Volume/Map/Item:** 870/8/24

**Description:**

Parish church. 1864 by James Fowler of Louth. C20 addition to west end. Rock-faced sandstone ashlar with Ancaster limestone dressings; painted brick interior with ashlar dressings. Welsh slate roof. Gothic Revival style.

Aligned north-east - south-west. 4-bay aisled nave with south porch, single-bay chancel with single-bay organ chamber/chapel adjoining to south, tower and vestry adjoining to north. Chamfered plinth, angle buttresses and buttresses between bays, sill string-course throughout. Nave: aisles have segmental-pointed 3-light windows to north and south; foiled round windows to clerestory. West end has buttresses flanking central section with pointed 3-light traceried window with quatrefoiled oculus above, pointed 2-light window to north aisle. Porch: pointed moulded outer arch with hoodmould and foliate stops, pointed chamfered inner arch with hoodmould and plain stops, scissor-braced open rafter roof. Chancel: pointed 2-light south window, pointed 3-light east window with foiled roundel above; 1914-18 war memorial plaque inserted in east wall recording church bells and churchyard cross. Organ chamber/chapel: pointed 2-light south window with blind slit in gable above. 3-stage tower has chamfered and moulded plinth, string-courses between stages, full-height diagonal buttresses, and staircase projection in north-east angle. First stage has chamfered shouldered-arched north door, pointed 2-light east window. Second stage has plain slit light with pointed relieving arch. Top stage has pointed single-light belfry openings, clockface to east, moulded string-course, angle gargoyles, coped embattled parapet. Single-storey vestry in north-east angle has 3-light trefoiled east window, plain coped parapet. All windows with Gothic Revival tracery, hoodmoulds and

stops, those to tower carved. Coped gables with shaped kneelers, carved open work finials, crested ridge tiles throughout.

Interior. Nave arcades of pointed brick arches of 2 orders, with plain inner orders of banded ashlar and brick, outer orders with moulded brick nailhead arrises, and ashlar hoodmoulds with carved foliate stops. Cylindrical ashlar piers and plain quoined responds with ornate carved foliate capitals and moulded bases on tall plinths. Tall pointed chancel arch with similar brick and ashlar details, on responds with paired shafts with foliate capitals and mid shaft-rings. Segmental-pointed hollow-chamfered west door. North aisle has pointed east arch with nailhead moulding and hoodmould. South aisle has pointed ashlar arch to chapel. Chancel has segmental-pointed double hollow-chamfered arch to organ chamber, a tripartite recess to the north of pointed arches with nailhead moulding and hoodmoulds, on paired shafts with foliate capitals; adjoining vestry door to right with similar blind arch over. Chancel windows and nave west window have chamfered reveals, nailhead moulding and hoodmoulds; quoined surrounds to other windows. Dentilled brick cornice throughout. Nave and chancel roofs have scissor braces, corbelled wall posts and arch braces to main trusses. Carved ashlar reredos, octagonal font with ornate carved panels, C19 pews. Became a parish church in 1889.

**SOURCES:** N Pevsner and J Harris, *The Buildings of England: Lincolnshire*, 1978, p 217; C Ekberg,

*The Book of Cleethorpes*, 1986, p 44; *The Story of Old Clee Church and St Peter's Church, Cleethorpes*, 1949, pp 32-34.



### Associated HER Entry

0047/9/0      Building: Church of St Peter, Cleethorpes

**Name:** THE OLD VICARAGE

**Road:** ST PETER'S AVENUE

**NGR:** TA3062408666

**Designated:** 22/12/1988

**Amended:**

**Grade:** II GV

**NHLE Number:** 1103482

**Legacy Number:** 164465

**Volume/Map/Item:** 870/8/23

**Description:**

Former vicarage house, now part of school. 1851-2 by Edward Micklethwaite of Grimsby, with tower addition to rear of 1869 by David Thompson, surveyor of Grimsby. Red-brown brick in English bond with painted ashlar dressings. Welsh slate roof.

Approximately square on plan: main L-shaped range forms 2-room, central entrance-hall south front and west garden front, with a pair of wings to rear and a later square-section tower addition in the north-west corner. 2 storeys. 3-bay asymmetrical south front with a projecting gabled entrance bay, a slightly less advanced full-height gabled bay to right and a projecting gabled wing to left. Chambered plinth and brick first-floor band throughout. Round-arched entrance of two orders has painted ashlar impost blocks with eshlar outer arch and brick inner arch, 2 steps to recessed C20 door and plain fanlight in original wooden architrave. Tall, slightly recessed tripartite sashes to left and right with glazing bars, painted ashlar lintels and sills. First floor 3-course brick band at sill level. 12-pane sash to central bay, single tripartite sashes to side bays. Stepped eaves. Exposed rafter ends. Gables to each bay have small segmental-headed boarded ventilator openings, deep bracketed eaves. Pair of stacks, each with corniced brick bases and triple octagonal corniced shafts. Left return: original section has two advanced bays, each with tripartite sashes to ground and first floors; 3-storey addition to left has 4-pane ground-floor sash beneath timber lintel, 4-pane first-floor sash beneath segmental arch, similar second-floor sash beneath lintel, pyramidal roof and pair of side-wall stacks similar to those of main range, with triple and double shafts. Right return: front range has tripartite first-



floor sash and gable details similar to south front, 2-bay range set back to right has C20 door and plain overlight beneath lintel, 12-pane sashes to both floors, twin shafted and stack to right. Rear, facing Albert Road, has round-headed entrance with fanlight and ashlar arch, 12-pane and unequal 9-pane sashes. All original windows have glazing bars, pointed ashlar lintels and sills.

Interior. Good cantilevered open well closed-string staircase with drop-on-drop balusters, heavy corniced handrail, chamfered newel-posts with finials and pendant drops. Moulded plaster cornices, panelled doors in architraves to main rooms.

Adjoining C20 school buildings are not of special interest.



#### ***Associated HER Entry***

0047/22/0      Building: The Old Vicarage, St Peter's Avenue

#### **Name: RAILWAY STATION BUFFET AND ADJACENT STATION BUILDINGS**

**Road: STATION ROAD**

**NGR: TA3056209141**

**Designated: 17/09/1980**

**Amended:**

**Grade: II GV**

**NHLE Number: 1346944**

**Legacy Number: 164468**

**Volume/Map/Item: 870/6/25**

#### **Description:**

Railway station, now buffet, club and station offices. 1863 for Manchester, Sheffield and Lincolnshire Railway Company. C20 alterations, including re-roofing, re-glazing, additions to north end. West front of brown brick in English Garden Wall bond, east front of red brick in Flemish bond, with sandstone ashlar, yellow and blue brick dressings. Artificial slate roof to north, concrete tile roof to south, truncated cast iron rooftop water tank to southern extension. Italianate style.

Rectangular on plan, with west side facing Station Road, east side facing railway platform. 2 storeys. Symmetrical central range has projecting 3-bay central section flanked by recessed wings of 3 wide bays, with gabled cross wing to north and large 4-bay range to south with single-storey 2-bay store to south end. West front: moulded plinth, projecting 3-bay central section has arcade of round arches with pilasters, moulded rubbed yellow brick arches with ashlar keystones and hoodmoulds, and flush yellow brick and dentilled red brick impost bands, the lower and narrower central arch with original part-glazed panelled double door and plain fanlight, the flanking arches with recessed paired round-headed windows with ashlar sills, yellow brick arches and C20 glazing with boarded upper sections. Brick eaves band, moulded eaves brackets. Hipped roof with C20 reglazed clerestorey, hipped upper roof with crested ridge tiles. Range to left: 3 ground-floor 4-pane sashes with ashlar sills and yellow brick bond; section to left obscured by unsympathetic C20 single-storey rendered lean-to entrance lobby. Range to right similar but with C20 part-glazed door to left, and original ground-floor 2-bay lean-to in angle to right, with C20 door and

window in original segmental-headed openings. Both ranges have three 4-pane first-floor sashes beneath segmental arches, with smaller additional 4-pane sash to right. Projecting gabled wing to left end has ground-floor tripartite plate-glass sash with sill beneath segmental yellow brick arch flanked by 3-course flush band, pair of first-floor round-headed sashes with sill beneath yellow brick arches with impost band; deep bracketed eaves with moulded bargeboard. Unsympathetic C20 addition to left. Pair of tall ridge stacks flanking central section, ridge stack to left wing, pair of side-wall stacks to left end, all with yellow brick and ashlar-capped bases, chamfered shafts, bricks bands and cornices. Taller projecting 4-bay section to right has round-arched arcade similar to central section, with recessed paired round-headed windows to first 3 bays, and a 4-panelled door and single similar window to 4th bay beneath yellow brick arches; all windows with unsympathetic C20 plain glazing. Stepped eaves band, pair of roof dormers with 2-light cross windows beneath flat roofs, weatherboarded clerestorey above with 5 recessed panels (perhaps former windows), stone-coped gables, end stacks with moulded plinths; right gable end has tall blind keyed yellow brick round arch. Tall single-storey section set back to right end has board door and small 2-pane sash beneath segmental arches, blocked segmental-headed window to left, ashlar string-course and bottom section of truncated cast iron water tank forming flat roof. East platform front. Chamfered plinth. Projecting central segmental-headed doors. 4-pane sashes double doors to right, all beneath segmental first-floor sashes beneath segmental to right: central tripartite ground-floor sash beneath segmental arch flanked by flush band, triple round-headed first-floor sashes with flush impost band, deep bracketed eaves. 2-bay section to right with 4-panelled door and 4-pane sash to original ground-floor section, and unsympathetic C20 first floor addition. Projecting 4-bay section to left has similar arcading to west front, with paired round-headed openings: 2 with part-glazed panelled doors, 6 with windows (one partly blocked to left), with C20 glazing. Brick eaves band. Moulded eaves brackets. Pair of roof dormers similar to west front, but that to left incorporating an inserted door opening onto a small cast iron railed balcony. Similar weatherboarded clerestory to west front. Recessed

single-storey section to left has board door and 12-pane sash beneath segmental arches, flush yellow brick band. Central section, between outer wings, has lean-to glass-roofed canopy carried on plain steel frame. Original station range, serving single-track line from Grimsby. Largely superseded by adjacent 6-track terminus built in 1880s, of which the Refreshment Rooms, Clocktower and adjoining section [qv] survive relatively intact.

An early illustration of the station shows the round-headed windows with 4 panes, and 8 clerestorey windows in the south range.



SOURCES: C Ekberg, *The Book of Cleethorpes*, 1986, p 64.

### ***Associated HER Entry***

2000/1/1

Building: Cleethorpes Railway Station (1863)

**Name:** FORMER AIR RAID SHELTER TO REAR OF NUMBERS 28 AND 30

**Road:** YARRA ROAD

**NGR:** TA3069208677

**Designated:** 20/02/1989

**Amended:**

**Grade:** II

**NHLE Number:** 1103483

**Legacy Number:** 164472

**Volume/Map/Item:** 870/8/26

**Description:**

Air-raid shelter, now garage. 1916 for Joseph Forrester. Concrete, incorporating section of brick garden walls on north and south sides; turf-covered steel-reinforced concrete roof.

Rectangular on plan, approximately 4 metres by 5 metres; single room incorporating two entrance lobbies or cubicles. Blocked narrow original door in north wall. Inserted C20 garage door in west wall. North and south sides each have a pair of ornate terracotta ventilator grilles. Low segmental-arched roof. Interior: Basket-arched tunnel-vaulted room with a blast-proof entrance lobby in the north-east corner, both approximately 1 metre square on plan, with the lower sections of their curved walls removed; the north-east lobby with brick blocking to the former door in the north wall. All walls are approximately 0.5 metre thick.

Built as a private shelter against Zeppelin bombs after a series of raids on the town in April 1916, the most serious of which killed 31 soldiers billeted in a nearby chapel. Forrester, a borough councillor and chemist, achieved fame for his Forrester's Ferric Food tonic, manufactured at his nearby shop fronting onto Alexandra Road (now demolished).

**SOURCES:** M Hart, Cleethorpes and the Meggies, 1981, pp 29-30

C Ekberg, The Book of Cleethorpes, 1986 p 96.



**Associated HER Entry**

0048/16/0

Building: Air Raid Shelter, Yarra Road



# CENTRAL CLEETHORPES SEAFRONT CONSERVATION AREA



MANAGEMENT PLAN 2016



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## INTRODUCTION

Conservation area designation<sup>14</sup> is an indication of the positive commitment of North East Lincolnshire Council and its intention to preserve and enhance the quality of the historic environment in these areas. It is important that all new development within conservation areas is sympathetic to the area's special architectural and aesthetic qualities, particularly in terms of; scale, bulk, height and materials taking into account the spaces between buildings.

As part of our duty to maintain conservation areas, we have legal powers to control change. A clear management strategy tailors these powers to the need of the individual area, in order to ensure special architectural and historic interest is preserved.

A conservation area is a living place and change is inevitable. However, poorly considered change can result in the erosion of character. Equally, well designed alteration can over time contribute to its charm. At the time of designation many conservation areas including Cleethorpes Central Seafront contained neutral aspects, negative intrusions and areas of damage. Good design should be used here to enhance.

This management plan sets out clear objectives and actions to assist land and property owners and the council to bring about the improvements needed to preserve and enhance

Cleethorpes Central Seafront. The management plan will be used when considering planning applications which affect the conservation area and when statutory powers are used with regard to enforcement.

Cleethorpes Central Seafront conservation area is on Historic England's National Heritage At Risk Register<sup>15</sup>. It describes Cleethorpes Central Seafront as poor and deteriorating. A management plan is created to identify the issues which cause harm to the appearance of the conservation area as well as the current threats to it. It is imperative that a management plan is created and adopted if Cleethorpes Central Seafront is to retain its status as an area of 'special interest'.

This management plan has been created using the current Historic England best practice guidance<sup>16</sup> in order to create an effective and workable plan.

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<sup>14</sup> Planning (Listed Buildings and Conservation Areas) Act 1990

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<sup>15</sup> <https://historicengland.org.uk/advice/heritage-at-risk/search-register/>

<sup>16</sup> Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1

## AIMS

This management plan aims to provide a robust strategy for the appropriate management of Cleethorpes Central Seafront conservation area to reverse decline and to ensure that proposals for change always sustain or enhance its historic character. Managing proposed changes to the area in a way that strengthens rather than undermines the conservation areas special qualities is at the core of this plan.

The management plan will ensure that the characteristics that contribute to making the area attractive are retained and reinforced, thereby ensuring that the conservation area adds to the quality of life in North East Lincolnshire and influences its wider regeneration, for the benefit of all. It is also expected that the plans adoption and implementation will encourage a change in trend and that forthcoming enhancement in line with this plan and as a result of the Townscape Heritage Project shall result in its removal from the Historic England At Risk Register<sup>17</sup>.

<sup>17</sup> List entry 7632 – described as ‘very bad’ and ‘improving’.

## IDENTIFIED ISSUES

The following issues have been identified during the creation of this document. It is these issues which will be carried forward for the creation of an effective management plan.

- A. Loss of historic detail - traditional windows and doors, boundaries and roof coverings.
- B. Development of a lesser quality – including inappropriate signage, unattractive shop fronts and alterations.
- C. Condition – in some cases lack of appropriate maintenance and neglect.
- D. Public realm –the use of standard street furniture, street clutter, pavements where improved maintenance would be beneficial and intrusive traffic control.
- E. Unauthorised development – small but important changes have taken place to some buildings where planning permission is required but it hasn’t been obtained.
- F. Empty property – unoccupied shops as well as space above which has potential use as offices or residential.
- G. Gap Sites – those which are currently redundant (historically or due to demolition) as well as those, such as car parks, which are under used and play no positive role within the conservation area.

## A – Loss of Historic Detail

The erosion of special architectural and historic interest within the Cleethorpes Central Seafront conservation area is a major problem and shows that there is need for its better management. Special architectural interest is derived from original features including; windows, doors, architectural joinery, decorative terracotta and original shop fronts etc. It also comes from Cleethorpes's original wall and roof coverings such as; red brick and Welsh slate or natural clay pantiles

The inappropriate replacement of historic and architectural features with modern materials results in degradation of the areas special interest. Cleethorpes Central Seafront has the following examples; many properties have swapped timber framed windows for uPVC units (in some cases totally altering the openings), historic timber shop fronts have been removed, some brick buildings have been rendered, original slate or pantile roofs have been changed to concrete, all of which cause harm to its historic character. Smaller but equally significant elements such as eaves brackets, terracotta decoration, chimney pots and door cases have also been lost.

Each and every detail of every building contributes to the character of the conservation area; whether positive or negative. It is important to preserve that which contributes positively and enhance that which is seen to be either neutral or negative. If special architectural interest is to be preserved

or enhanced all original features should be retained, even if they are in need of repair or replication. Repairing or accurately replicating architectural features preserves the special architectural and historic interest of the individual building but also makes a significant contribution to the wider conservation area. The removal of an inappropriate architectural element (for example, uPVC window frame) which is replaced with an accurate traditionally detailed component (for example, a timber sash) would enhance the special interest of the building and the wider area.

It is also worth mentioning that the loss of these features can also be linked to residents lack of knowledge. This is either knowledge of what is seen to be of historic value, maintenance skills or of permitted development rights. Generally speaking commercial properties and flats do not benefit from permitted development rights and hence the changes described in most cases could not lawfully be carried out without the need for planning permission.



In order to ensure that the erosion of historic detail does not continue in Cleethorpes Central Seafront conservation area North East Lincolnshire Council will support:

1. the accessibility and promotion of the Cleethorpes Central Seafront Conservation Area Appraisal and Management Plan.
2. the creation of design guidance to inform owners of the importance of retaining traditional original features and their appropriate repair. Guidance should also advise on appropriate design and details for the reinstatement of missing or removed features.
3. applications for proposals to make changes to existing buildings which:
  - i. retain and repair, or where the original is beyond repair, the accurate replication of, original and historic architectural features.
  - ii. include the authentic reinstatement of missing architectural features.
4. the creation of a public presentation – highlighting Permitted Development rights and where to find further information and to emphasise the benefits of preserving and enhancing historic features.
5. the creation of generic guidance of do's and don'ts to inform residents of the general restrictions imposed within conservation areas and the preferred approach to development in the area.
6. enforcement action, where appropriate and proportionate, with regard to unauthorised works which have a negative impact upon the conservation area.
7. the use of legal powers to stop erosion and deterioration of architectural interest such as, Section 215 Notices and Repairs Notices.
8. the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.

## B – Development of Lesser Quality

Cleethorpes Central Seafront contains large areas of poor or lesser quality development. This is focused around the High Street and Market Street areas. This when grouped because of its inappropriate scale and mass, design or material use detract from the historic character of the conservation area.

Although at this stage the immediate plan should be to enhance these and other poor quality buildings in the area, with regards to design, landscaping and shop fronts, there is the potential to secure high quality new development at these sites in the future. High quality replacements should follow the historic 'scale, bulk and height' and 'utilise appropriate materials'<sup>18</sup>. This may including replicating lost historic forms where appropriate, returning intimacy to the historic market town.

The south side of High Street is in need of high-quality re-development. No historic fabric remains above ground here but it is important to preserve and enhance tunnel views created by development here. As one of the main approach roads into Cleethorpes, enhancement here will improve the sense of arrival and visual character of the area not only for local residents but for visitors as well. Potentially new high quality development here to increase footfall by tempting those who usually pass through the town to stop.

Cleethorpes Central Seafront as a historic mixed use centre contains many examples of original shop fronts however many more have been replaced or have suffered from inappropriate alteration. Some have had their fascia's altered and extended to suit the need for larger trade space which detract from the smaller scale historic units. Many shop fronts do not follow a traditional shop front design, this has further contributed to the loss of locally distinctive design. The recent fashion for large fascia's and overstated and debased classical features is inappropriate for the conservation area. The replacement of inappropriate shop fronts, with an appropriately detailed traditional timber shop front, hence forth will be supported to revive locally distinctive design (a requirement of the NPPF).

Signage is also an very important element of the conservation area. Well-designed signage can make a vast difference to the quality of character. Lighting can be successfully incorporated where a business forms a part of the night time economy and can bring vibrancy to the area after dark. The proportion, materials, graphics and font should all be considered.

Designing new shop fronts in traditional styles requires attention to detail and proportions in the design process. Good design does not necessarily cost more but it is more a matter of ensuring that correct processes are followed.

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<sup>18</sup> Policy BH1 of the North East Lincolnshire Local Plan (2003).

In order to ensure poor quality development does not continue to dominate the commercial areas of Cleethorpes Central Seafront conservation area, North East Lincolnshire Council will support:

1. the creation of a shop front design guide to inform owners of the importance of retaining traditional original features and their appropriate repair. Guidance will also advise on appropriate design and details for the reinstatement of missing or removed features. This will also include a guide for new shop fronts to follow traditional styles.
2. applications for proposals to make changes to existing historic shop fronts which:
  - i. retain and repair or where the original is beyond repair, the accurate replication of original and historic architectural features.
  - ii. include the authentic reinstatement of missing architectural features.
3. sympathetic shop front design and materials for new shop fronts within the conservation area.
4. the local community in carrying out regular heritage assessments of the area including a full photographic record of each property (ideally periodically) to improve baseline data as well as help identify unlawful development.
5. enforcement action, where appropriate and proportionate, with regard to unauthorised works to commercial premises which have a negative impact upon the conservation area.
6. exercise control over the display of advertisements to ensure that signs are designed and located to respect the character and appearance of the area.
7. the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.

## C - Condition

As well as connecting us to our shared past, historic buildings add character to our villages, streets, towns and cities. On the whole properties are well-cared for by their owners and continue to provide us with places to live, work, learn, visit and enjoy. They add uniqueness, character and a sense of place not only to our conservation areas but everywhere.

Occasionally, things go wrong and historic buildings become neglected or even derelict; blots on the urban landscape or the village scene. When this happens they not only become wasting assets in their own right, but they degrade the quality of the surrounding environment too. The poor condition of one or many buildings within a conservation area has an effect on the enjoyment of the area and potentially deters investment. This in turn effects the areas character. It also hinders the efforts of those owners who can and do maintain their buildings properly. Regular maintenance is therefore crucial to sustaining the quality of an area.

In Cleethorpes Central Seafront it is the condition of some buildings on Alexandra Road and Market Place which cause most concern. Here, ignoring obvious inappropriate alterations to historic fabric, there are a many properties which are well overdue a face lift. The solution in many cases, is simple and inexpensive to include the repainting of the exterior timberwork and masonry or clearing out of gutters.

Taking early action to stop the onset of serious decay to any building is good practice. It becomes a public concern when heritage assets are neglected as they form part of our shared legacy; and are ‘irreplaceable’<sup>19</sup>. Regular maintenance assists in stopping escalating repair costs and hence is better for the owner as well as being beneficial to maintaining the quality of the conservation area. Legal action can sometimes be necessary but the preferred approach is to seek or negotiate a suitable solution before the need to serve legal notices.

The health of the local and national economy is also a contributing factor to the condition of the buildings in Cleethorpes Central Seafront. Many shops and other businesses are operated on a small scale and dependant on monthly turnover. These small businesses are crucial to the areas character in addition to the larger franchise. It is important that both are supported; a downturn in trade can result in a struggle to keep up with building maintenance.

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<sup>19</sup> Paragraph 132 of the National Planning Policy Framework.



In order to ensure that the properties in Cleethorpes Central Seafront conservation area remain in good condition North East Lincolnshire Council will support:

1. the production of guidance to advise residents on appropriate building maintenance.
2. investigation into additional potential for heritage led regeneration funding to assist with building repairs and reuse.
3. encourage the appropriate use of vacant premises when considering planning applications and advise owners of what uses can be undertaken without the need for planning permission or change of use.
4. When a building is in a poor condition and has not been maintained; only where discussion and negotiations have failed; the use of formal legal

**powers to ensure action is taken when appropriate and proportionate. Using the following:**

- I. Section 215 Notice.
- II. Repairs Notice.
- III. Urgent Works Notice.
- IV. Dangerous Structures Order (Section 77,78 or 79).
5. the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.

## D – Public Realm

The human response to; natural and built surroundings, geography, history and people which use a space generates a unique sense of place. This identity, of which the public realm (principally roads and pavements, but also including public open spaces), is a huge portion and forms part of Cleethorpes Central Seafront conservation area's special interest.

Most streets in Cleethorpes Central Seafront conservation area are shared by people and traffic. Improvements could be made to many of these to reduce on street parking. The presence of on-street parking diminishes amenity, in terms of creating a visual and noise intrusion. This is a particular problem for Sea View Street and Market Street. These historically are of a particularly intimate character. Enhancement/Improvement to these areas would be beneficial to the character and appearance of the area as a whole.

English Heritage produced the "Streets for All"<sup>20</sup> guidance to demonstrate best practice for historic and sensitive streetscapes. The majority of these which are located within designated conservation areas. It identifies actions that can be undertaken which can result in welcome improvements to the special interest of conservation areas. These include: reducing street clutter; the use of the minimum necessary signage and interventions (such as narrow primrose lines to

restrict parking); as well as the use of high quality materials where originals do not exist when upgrading street surfaces and furniture.

Another issue for Cleethorpes Central Seafront's public realm are the problems caused by inconsistency. With such a large area of public realm and renewal and repair being done typically on a rolling cycle, based on a need by need basis, inconsistencies can easily happen. However in Cleethorpes Central Seafront the use of different materials creates barriers as well as causes a detraction from the character and appearance of the area. This effect can be seen at its worse on Alexandra Road where it meets private realm underneath balconies and at pedestrian crossing points. Here the surface is mixed with slabs, blocks, bricks and tactile paving neither pleasant in appearance nor leading you in any particular direction.

This problem exists elsewhere in the area but not to this extent. Great priority should be given to regularising these areas in order to bring them into line with the wider area both making them more attractive through its enhancement but also increasing desirability. There are currently plans for the resurfacing of footways on Alexandra Road as part of the Townscape Heritage Project.

This highways project is currently at the design stage but includes the provision for resurfacing the footways on Alexandra Road in a sympathetic consistent material retaining original kerb tones where they exist. The vision also includes

<sup>20</sup> Streets For All: Yorkshire & the Humber 2006

opportunities to improve the junctions at Sea Road and at Sea View Street to encourage better pedestrian movement. The north end of Sea View Street is also being investigated to reduce on street parking and to create a level surface which is which will create safer access during events.

Densely populated and highly developed urban areas, such as Cleethorpes have little opportunity for private green space. Therefore the trees within its public areas are important, to maintain a natural presence in the built environment offering both wildlife habitats and enhancing the areas visual appearance. The market place and railway station are such areas in need of improvement. Currently neither of these areas have a proposed improvement scheme.

The market place would benefit greatly from the removal of public parking and a return to a traditional open public square. This would then encourage greater public interaction with the space, in turn allowing improved appreciation and use of the market. If this space was returned to a square it would also lend itself as an ideal events arena or meeting point.

Pier Gardens is a huge asset to the public realm of Central Cleethorpes Seafront conservation area. However in some places the tree cover blocks designed views. Future management of the gardens could help to recreate these views for the benefit of all.

In order to ensure improvements to the public realm within Cleethorpes Central Seafront conservation area North East Lincolnshire Council will support:

1. the retention/repair of traditional paving and hard landscaping where this is found (sometimes beneath existing surfaces) or known to be present in the past.
2. the reinstatement of traditional paving and hard landscaping where it is appropriate and would benefit the overall character and appearance.
3. the consistency of alternative style and materials (only if it is not plausible to match original), where wholesale replacement of any surface is required.
4. like-for-like replacement in appropriate materials where damage to original street surfaces occurs.
5. the good maintenance of street furniture, and, where replacement/addition is required the use of a like-for-like match or appropriate design.
6. the introduction of traditional styled street furniture where it is appropriate and would benefit the overall character and appearance.
7. the reduction of street clutter including signage and street furniture, where possible.
8. investigation into potential funding for the enhancement of the public realm.
9. sympathetic traffic control measures to reduce parking on Sea View Street and Market Street and where possible the use of narrow primrose lines to enforce this, here and elsewhere within the conservation area.
10. the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.



## E – Unauthorised Development

Unauthorised development happens when applicants fail to apply for the necessary permission before carrying out works or starting an activity. Others may receive planning permission but fail to act in compliance with the permission or conditions imposed. In some cases this is deliberate, however, in other cases it is due to a lack of understanding.

The effective management of the historic environment relies on a thorough understanding of all the elements involved, both by the public and the Local Authority. Key to this is appreciation of those features that make up its special interest.

Public consultation of the Cleethorpes Central Seafront Conservation Area Appraisal will hopefully lead to a greater interest in some of Cleethorpes' less-obvious historic features. While the contribution of nationally designated assets to the character and appearance of conservation areas are well understood, the importance of 'local heritage assets' and undesignated assets need to gain a wider acceptance.

In the past development and demolition has taken place in Cleethorpes Central Seafront unlawfully, without the benefit of planning permission or conservation area consent. This process relies on the public reporting unlawful change. Due to a lack of local knowledge reporting from the public in North East Lincolnshire is low and change goes unnoticed and hence enforcement action cannot be pursued. We also have

very little information about what buildings were like originally to compare against.

Due to this there is a need for increased communication, training and guidance, particularly within the community so that residents can themselves spot breaches. Knowledge also needs to be increased amongst fellow colleagues who may be visiting the town for other council purposes.

One of the HLF's outcomes for the Townscape Heritage Project is increased knowledge. As part of this we intended to hold a number of events throughout the project to increase awareness and to engage the public with our shared heritage. Guided tours, interpretation and skills training are all proposed.

It is important that the residents of Cleethorpes Central Seafront support the preservation of their conservation area. If they do not, in the long term Cleethorpes Central Seafront conservation area will cease to improve and degrade regardless of our continuing efforts to protect it, eventually leading to its de-designation. The Appraisal identified that there is still enough historic integrity present to support its designation. However, if there is no public support for this then it must be considered if it is worth preserving due to its current condition highlighted by the Heritage at Risk Register as 'very bad'.

In order to improve the level of knowledge and appreciation of aspects relating to the Cleethorpes Central Seafront conservation area, North East Lincolnshire Council will support:

1. the accessibility and promotion of the Cleethorpes Central Seafront Conservation Area Appraisal and Management Plan.
2. the creation of a public presentation – highlighting Permitted Development rights inside conservation areas and identifying the benefits of preserving and enhancing historic features.
3. improved public relations by continuing to encourage discussion between the Planning Department and the community, physically and through accessibility and approachability.
4. the local community in carrying out regular heritage assessments of the area including a full photographic record of each property (ideally

periodically) to improve baseline data as well as help identify unlawful development.

5. the creation of generic guidance of do's and don'ts to inform residents of the general restrictions imposed within conservation areas and preferred approaches to development in the area.
6. the community and friends groups in hosting heritage themed events.

## F – Empty Property

The Central Cleethorpes Seafront area contains a high number of vacant and partially vacant property. Some of these vacant properties are at ground floor, arguably giving the greatest impact on the street scene. There are commercial premises on High street and Alexandra Road which have been vacant for nearly a decade. All of these are commercial properties.

To avoid prolonged vacant commercial premises applications for use change may be considered to ensure that historic assets are maintained for the future.

The majority of vacant space however is above ground floor. These are harder to detect. It is usually only when the appearance of the property begins to deteriorate on the exterior that these properties are investigated. Market Street appears to have the largest number of vacant upper floor space.

Others are instead underused. These are often unused (surplus to requirement) or are used for storage but would better be used as something else such as residential.

Re-use or development of these vacant spaces is encouraged in order to cater for housing need as well as to improve condition and optimise potential.

As part of the Townscape Heritage Project funding is being made available to vacant floor space to facilitate new uses. Each building will first need to be assessed for eligibility and then prioritised. The project aims to bring long term vacant floor space back into use for the benefit of the community.

In order to ensure that the Cleethorpes Central Seafront conservation area does not continue to be dominated by vacant property North East Lincolnshire Council will support:

1. take a survey of occupancy levels in the area working collaboratively with council tax, business rates and housing.
2. encourage the appropriate use of vacant premises when considering planning applications and advise owners of what uses can be undertaken without the need for planning permission or change of use.
3. When a building is in a poor condition and has not been maintained; only where discussion and negotiations have failed; the use of formal legal powers to ensure action is taken when appropriate and proportionate. Using the following:
  - Section 215 Notice.
  - Repairs Notice.
  - Urgent Works Notice.
  - Dangerous Structures Order (Section 77,78 or 79)
4. the inclusion of empty property within wider local regeneration projects hopefully encouraging investment.
5. the investigation into potential funding for the re-development/enhancement of empty buildings.
6. the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.



## G - Gap Sites

Central Cleethorpes Seafront also contains a high number of gap sites, these come in the form of open land both grassed or covered with hard standing. Many of these closest to the town centre have become car parks. Although these are not unused they still form large areas of under-developed and unattractive space, especially as they lack formal landscaping and boundary treatments. These sites both inside and surrounding Cleethorpes Central Seafront conservation area have been identified on the map on page 24 of the Cleethorpes Central Seafront Conservation Area, Conservation Area Appraisal 2015.

Redevelopment of the gap site just outside the conservation area boundary; but effecting its setting, on Poplar Road is considered as part of the Town Centres Investment Plan. Here better use of the car pack is proposed including alterations to design and signage to increase its desirability.

The Cleethorpes Central Seafront conservation area presents opportunities for high quality new development, as already expressed, in place of poor quality development and in gap sites. It is also crucial that new development make a positive contribution to the area. The siting, scale, height, mass, volume, design and materials are all crucial components of good design.

Full consideration and recognition of the context of a site, at the start of the design process, is key to a successful design.

A thorough contextual analysis should be the starting point in all sites within the conservation area. This includes a site appraisal and design appraisal, as detailed in the Cleethorpes Central Seafront Conservation Area Appraisal on page 36.

In order to ensure that gap sites within the Cleethorpes Central Seafront conservation area come forward for appropriate redevelopment North East Lincolnshire Council will support:

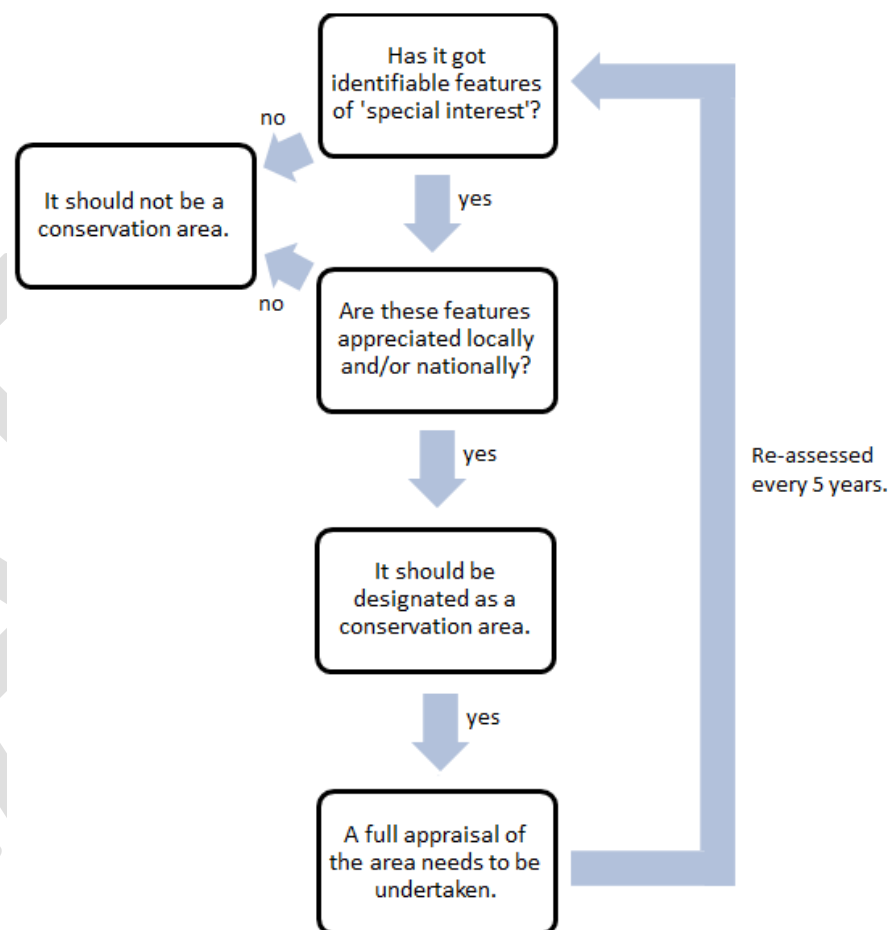
1. the creation of a wider Regeneration Plan to help steer future development into targeting the most appropriate areas.
2. encourage high quality new development, especially on areas identified on page 24 of the Cleethorpes Central Seafront Conservation Area Appraisal as requiring attention or as gap sites.
3. the use of Site Appraisals to inform all proposals within the Cleethorpes Central Seafront conservation area and their likely impact on its character and appearance.
4. the use of Design Appraisals on all proposals within the Cleethorpes Central Seafront conservation area based upon the findings of a thorough Site Appraisal to ensure the proposal is in keeping with scale, bulk, height and materials of the area.

## SUMMARY

This management plan has highlighted a number of actions which we need to take in order to retain and enhance Cleethorpes Central Seafront conservation area for the future. In some cases the actions suggested for each identified issue were repeated when looking at another. It is the intention of this section to condense these in order to create a list of workable actions which will allow the appropriate management of Cleethorpes Central Seafront conservation area and achieve the aims set out previously - to halt decline, to ensure that proposals for change always sustain or enhance its historic character, ensure that the conservation area adds to users quality of life, encourage a change in trend and to remove it from the Historic England 'At Risk Register'.

To help summarise these the individual strategies have been entered into a table. This table is colour coded to relate to the identified issues detailed previously.

Key
<b>A. Loss of historic detail</b>
<b>B. Poor quality development</b>
<b>C. Condition</b>
<b>D. Public realm</b>
<b>E. Unauthorised development</b>
<b>F. Empty Property</b>
<b>G. Gap Sites</b>



Actions	Management Plan	Position
Produce shop front design guidance to encourage the retention and proper maintenance of original features but also suggest improvements. This will also include a guide for new shop front to follow traditional styles.	1...the creation of a shop front design guide to inform owners of the importance of retaining traditional original features and their appropriate repair. Guidance will also advise on appropriate design and details for the reinstatement of missing or removed features. This will also include a guide for new shop front to follow traditional styles.	Complete
	1...the production of guidance to advise residents on appropriate building maintenance.	
Create generic guidance of do's and don'ts within conservation areas.	5...the creation of generic guidance of do's and don'ts to inform residents of the general restrictions imposed within conservation areas and preferred approaches to development in the area.	To be done as part of the TH.
Support applications which appropriately retain, repair, replicate and reinstate historic features.	3...applications for proposals to make changes to existing buildings which:  i. retain and repair, or where the original is beyond repair, the accurate replication of, original and historic architectural features.  ii. include the authentic reinstatement of missing architectural features.	Ongoing



	<p>2...applications for proposals to make changes to existing historic shop fronts which:</p> <ul style="list-style-type: none"> <li>i. retain and repair or where the original is beyond repair, the accurate replication of original and historic</li> <li>ii. architectural features.</li> <li>iii. include the authentic reinstatement of missing architectural features.</li> </ul> <p>3...sympathetic shop front design and materials for new shop fronts within the conservation area.</p>	
<p>Use proportionate enforcement action where unauthorised development is seen to be damaging to the character or appearance of the conservation area.</p>	<p>6...enforcement action, where appropriate and proportionate, with regard to unauthorised works which have a negative impact upon the conservation area.</p> <p>5...enforcement action, where appropriate and proportionate, with regard to unauthorised works to commercial premises which have a negative impact upon the conservation area.</p> <p>6...exercise control over the display of advertisements to ensure that signs are designed and located to respect the character and appearance of the area.</p>	<p>Ongoing</p>
<p>When a building is in a poor condition and has not been maintained; only where discussion and negotiations have failed; use</p>	<p>7...the use of legal powers to stop erosion and deterioration of architectural interest such as, Section 215 Notices and Repairs Notices.</p>	<p>Ongoing</p>

<p>formal legal powers to ensure action is taken when appropriate and proportionate. Using the following:</p> <ul style="list-style-type: none"> <li>i. Section 215 Notice.</li> <li>ii. Repairs Notice.</li> <li>iii. Urgent Works Notice.</li> </ul> <p>Dangerous Structures Order (Section 77,78 or 79).</p>	<p><b>4...When a building is in a poor condition and has not been maintained; only where discussion and negotiations have failed; the use of formal legal powers to ensure action is taken when appropriate and proportionate. Using the following:</b></p> <ul style="list-style-type: none"> <li><b>a. Section 215 Notice.</b></li> <li><b>b. Repairs Notice.</b></li> <li><b>c. Urgent Works Notice.</b></li> </ul> <p><b>Dangerous Structures Order (Section 77,78 or 79).</b></p> <p><b>3...When a building is in a poor condition and has not been maintained; only where discussion and negotiations have failed; the use of formal legal powers to ensure action is taken when appropriate and proportionate. Using the following:</b></p> <ul style="list-style-type: none"> <li><b>o Section 215 Notice.</b></li> <li><b>o Repairs Notice.</b></li> <li><b>o Urgent Works Notice.</b></li> </ul> <p><b>Dangerous Structures Order (Section 77,78 or 79)</b></p>	
<p>Actively search for funding opportunities for all aspects within the conservation area.</p>	<p><b>2...investigation into the potential for heritage led regeneration funding to assist with building repairs and reuse.</b></p> <p><b>8...investigation into potential funding for the enhancement of the public realm.</b></p> <p><b>5...the investigation into potential funding for the re-development/enhancement of empty buildings.</b></p>	<p>Ongoing (Regen)</p>

Encourage the reuse of empty property by encouraging appropriate change of use.	3...encourage the appropriate use of vacant premises when considering planning applications and advise owners of what uses can be undertaken without the need for planning permission or change of use.	Ongoing (Housing/ Planning)
	2...encourage the appropriate use of vacant premises when considering planning applications and advise owners of what uses can be undertaken without the need for planning permission or change of use.	
Support the retention/repair and reinstatement of traditional paving and hard landscaping in the public realm.	1...the retention/repair of traditional paving and hard landscaping where this is found (often beneath existing surfaces) or known to be present in the past.	Ongoing (Highways)
	2...the reinstatement of traditional paving and hard landscaping where it is appropriate and would benefit the overall character and appearance.	
	3...the consistency of alternative style and materials (only if it is not plausible to match original), where wholesale replacement of any surface is required.	
	4...like-for-like replacement in appropriate materials where damage to original street surfaces occurs.	

Ensure consistency in material use throughout the public realm.	<b>3 the consistency of alternative style and materials (only if it is not plausible to match original), where wholesale replacement of any surface is required.</b>	Ongoing (Highways)
Maintain and introduce good design and maintenance of all street furniture.	<b>5...the good maintenance of street furniture, and, where replacement/addition is required the use of a like-for-like match or appropriate design.</b>	Ongoing (Highways/ Neighbourhood Services)
	<b>6...the introduction of traditional styled street furniture where it is appropriate and would benefit the overall character and appearance.</b>	
Continue to reduce street clutter.	<b>7...the reduction of street clutter including signage and street furniture, where possible.</b>	Ongoing (Highways)
Introduce sympathetic traffic control in areas where it would be beneficial to the character and appearance of the conservation area. Where possible using narrow primrose lines to enforce this.	<b>9...sympathetic traffic control measures to reduce parking on Sea View Street and Market Street and where possible the use of narrow primrose lines to enforce this, here and elsewhere within the conservation area.</b>	Ongoing (Highways)
Increase and maintain public access to related documents both digitally and in hard copy.	<b>1...the accessibility and promotion of the Cleethorpes Central Seafront Conservation Area Appraisal and Management Plan.</b>	To be published online.
	<b>1...the accessibility and promotion of the Cleethorpes Central Seafront Conservation Area Appraisal and Management Plan.</b>	
Create a public presentation of the do's and don'ts relating to heritage assets and conservation areas.	<b>4...the creation of a public presentation – highlighting Permitted Development rights inside conservation areas and identifying the</b>	To be published online.



	<b>benefits of preserving and enhancing historic features.</b>	Ongoing
	<b>4...the creation of a public presentation – highlighting Permitted Development rights inside conservation areas and identifying the benefits of preserving and enhancing historic features.</b>	
	<b>5...the creation of generic guidance of do's and don'ts to inform residents of the general restrictions imposed within conservation areas and preferred approaches to development in the area.</b>	
	<b>2...the creation of generic guidance of do's and don'ts to inform residents of the general restrictions imposed within conservation areas and preferred approaches to development in the area.</b>	
Increase public access to the planning department. Including encouraging pre-application enquiry and advice.	<b>3...improved public relations by continuing to encourage discussion between the Planning Department and the community, physically and through accessibility and approachability.</b>	Ongoing
Create an annual photographic record of the area (with the help of the civic society) to help improve baseline data.	<b>4...the local community in carrying out regular heritage assessments of the area including a full photographic record of each property (ideally periodically) to improve baseline data as well as help identify unlawful development.</b>	Ongoing.
	<b>4...the local community in carrying out regular heritage assessments of the area including a full photographic record of each property (ideally periodically) to improve baseline data as well as help identify unlawful development.</b>	

Support the creation of a Town Centre Regeneration Plan which aims to steer and encourage future development for the benefit of the local community.	4...the inclusion of empty property within wider local regeneration projects hopefully encouraging investment.	Ongoing
	1...the creation of a wider Regeneration Plan to help steer future development into targeting the most appropriate areas.	
Only support applications of high quality design when considering new development within conservation areas.	2...encourage high quality new development. Especially on areas identified on page 24 of the Cleethorpes Central Seafront Conservation Area Appraisal as requiring attention or as gap sites.	Ongoing
Ensure that all applications within or which effect the setting of a conservation area include a thorough Site and Design Appraisal.	3...the use of Site Appraisals to inform all proposals within the Cleethorpes Central Seafront conservation area and their likely impact on its character and appearance.	Ongoing
	4...the use of Design Appraisals on all proposals within the Cleethorpes Central Seafront conservation area based upon the findings of a thorough Site Appraisal to ensure the proposal is in keeping with scale, bulk, height and materials of the area.	
Continue to develop and deliver the 'Discover Cleethorpes' Townscape Heritage Project.	8 the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.	Ongoing
	7 the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.	
	5 the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.	

	10 the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.	
	6 the development and delivery of the 'Discover Cleethorpes' Townscape Heritage Project.	
Carry out a survey to identify vacant property.	1 a survey of occupancy levels in the areas working collaboratively with council tax, business rates and housing.	Ongoing

## KEY READING

National Planning Policy Framework (NPPF):

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

Planning (Listed Buildings & Conservation Areas) Act 1990:

<http://www.legislation.gov.uk/ukpga/1990/9/contents>

Historic England:

<https://historicengland.org.uk/listing/what-is-designation/local/conservation-areas/>

Understanding Places: Conservation Area Designation, Appraisal and Management:

<https://www.historicengland.org.uk/images-books/publications/understanding-place-conservation-area/>

North East Lincolnshire Council - Listed Buildings Advice (including List of Listed Buildings):

<https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1455892584959-facf46b3-573a>

North East Lincolnshire Council Local List of Historic Assets of Special Interest (Local Lists):

<https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1455892584959-facf46b3-573a>

Department for Communities and Local Government - Technical Guidance on Permitted Development

[http://www.planningportal.gov.uk/uploads/100806\\_PDforhouseholders\\_TechnicalGuidance.pdf](http://www.planningportal.gov.uk/uploads/100806_PDforhouseholders_TechnicalGuidance.pdf)

Historic Environment Local Management - Guidance Library

<http://www.helm.org.uk/guidance-library/>



North East Lincolnshire Council - Do I need planning permission:

<https://www.nelincs.gov.uk/planning-and-development/do-i-need-planning-permission/>

North East Lincolnshire Council – A guide to planning enforcement :

<http://www.nelincs.gov.uk/planning-and-development/a-guide-to-planning-enforcement/>

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## APPENDIX

### 4.1 Shop Front Design Guidance.



# Design Guidance: Shop Fronts.

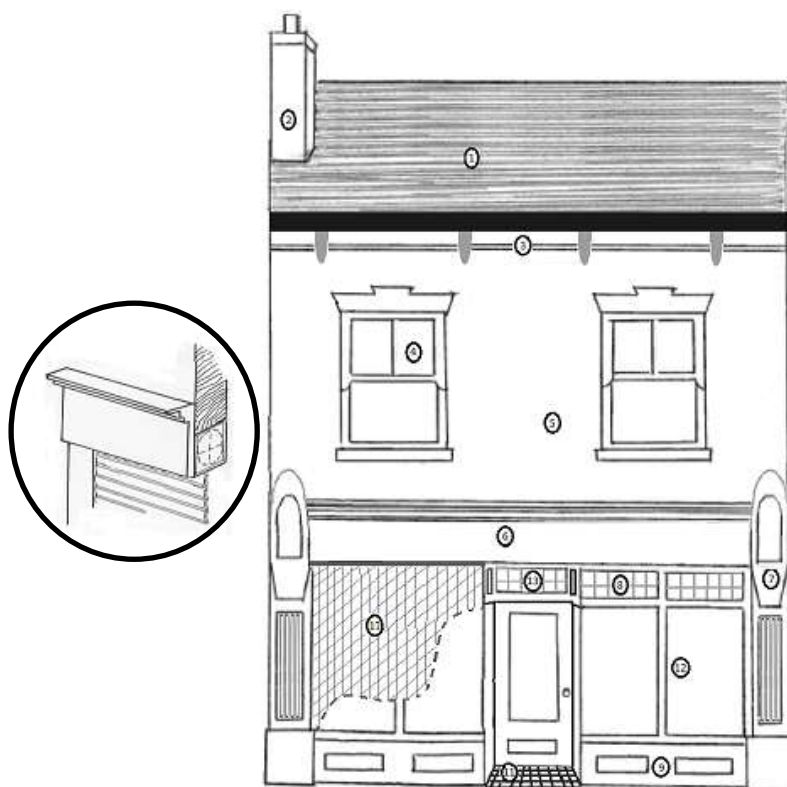
The purpose of this leaflet is to provide guidance on alterations to existing and reinstated historic shop fronts in the area. The guidance will be referred to by the Council when determining relevant applications. The design guidance is based upon local and national policies and created in response to a survey taken out by ourselves documenting the number of intact shop fronts in Grimsby and Cleethorpes and the need to ensure the correct treatment of those reinstated in the Freeman Street Shop Front Grant Scheme. It is also suggested that the document be used alongside future conservation area enhancement schemes.

Traditional shop fronts and street scenes create an attractive and legible environment providing the best possible advertisement for businesses in the area. The guidance is designed to guide individual applicants in order to encourage a more coordinated approach to the treatment of historic shop fronts. Currently there is a lack of guidance and it is understood that greater protection is required to protect those which are outside current designations.

General information:

- **If your property is located inside a conservation area, making changes other than 'like for like' repair to any of the features identified below to a flat or commercial property will require planning permission.**
- **If your property is Listed you will require Listed Building Consent.** It is advised that you contact the Conservation Officer (01472 324266) for advice before applying.
- **Advertisement Consent is required for any advertisement, shop sign, projecting sign and flag pole.**
- Any doubts contact Development Management Services (01472 326289 – option1) or fill in a Do I need Planning Permission form available online for £30 including VAT available from:

<https://www.nelincs.gov.uk/planning-and-development/do-i-need-planning-permission/>



1. **Roof** materials around the Borough vary. Historically these tend to be of welsh slate, rosemary tiles or clay pan tiles. Repairs to roofs should be made using materials to match the existing/original in terms of type, size, colour, thickness and coursing. Any change to roofing materials may require planning permission.
2. **Chimney stacks** should be maintained at their full height and where traditional pots remain these should be retained. Regular maintenance and repair is key to keeping your chimneystack in good order.
3. **Rainwater goods and brackets** should be repaired or reinstated using materials to match the existing/original in terms of material, design and route. Any change to these may require planning permission.
4. **Windows on first floor and above** make a substantial contribution to how the property appears from the street. Most properties historically have timber sliding sash windows to levels above shops fronts. Where original windows remain it is important that these are retained. Traditional windows were usually very well made and can often be repaired and draft proofed. Great effort should also be made to replace inappropriately designed and uPVC framed windows with a more traditional style. Replacing windows and doors may require planning permission.

5. **External walls** should be left in their natural state. For example brickwork should not be rendered or painted, which can trap moisture and change the appearance of the building. Inappropriate coverings should be removed if an appropriate cleaning method can be identified. Where the exterior has already been painted a permeable paint should be used and regularly maintained. Any change may require planning permission.
6. The **facia** should be of timber and appropriate signage should be located between the pilasters. Signage should not be backlit. Illuminated signage [only] if required – for example because the shop contributes to the night time economy – should be over lit or lettering should be individually lit. This will require advertising consent. Historically individual lettering was painted by hand directly onto the timber facia, the reinstatement of this type of lettering should be encouraged.
7. **Pilasters** which usually project from the shop front act to frame a unit. Most commonly in pairs but often more on larger shop fronts. They differ in design hugely in between shops. They consist of a plinth, column, console bracket and capping piece. The detail of each of these features showcase local distinctive design. Some pilasters are panelled, others fluted or carved. Some console brackets follow a scroll or similar designs in a range of materials from timber to limestone or terracotta. The shape of capping pieces also differ from flat lead lined to curved or with a gable. Where these remain they should be restored, however if reinstatement is required research should take place in order to achieve an informed guess. Any change may require planning permission.
8. **Transom windows** are sometimes found on historic shop fronts and are usually leaded. In some cases these are covered by inappropriate signage and shutter boxes. They add another level of detail to a shop front and sometimes remind of a shop's past use where glass is inscribed. In some cases these can be uncovered and repaired but in others it is desirable to reinstate using traditional materials. Any change may require planning permission.
9. **Stall risers** raise the level of the shop front for the benefit of potential customers. Their material type in the Borough vary. Traditionally these would have either been timber or tiled and on a rare occasion brick. However inappropriate brick infill stall risers should be improved either by removal and reinstatement of original or by rendering or tiling to enhance the appearance of the historic shop front. Any change may require planning permission.
10. **Shutters**. All new shutters should be of an open mesh type, providing a protective barrier to the shop front whilst allowing views into the shops outside

of opening hours. For those which exist, shutters should be painted to match the shop front. Shutter housing should be situated behind the fascia as to not be obtrusive. Shutters may require planning permission and may not be acceptable within conservation areas.

11. **Recessed entrance** (either central or off centre) adds depth and visual interest to the elevation whilst providing a porch area sometimes allowing opportunity for additional advertising, either on the adjacent party wall or, if space allows, through the use of A boards freeing up the fascia for more appropriate signage. These also tend to incorporate a decorative floor, some mosaic or tile and others in more elaborate materials such as marble or terrazzo. Recessed entrances also increase the display space of a shop and can be beneficial for sales. It is important that these are maintained. The reinstatement of these are only acceptable where it is known to have existed previously. Any change may require planning permission. New shop fronts should consider the use of a recessed entrance in the design process.
12. **Shop windows** make a substantial contribution to how the property appears. Historically shop fronts were timber with thin and sometime decorative glazing bars. Modern uPVC replacements have thicker glazing bars and detract from the appearance of the building. Where original shop fronts remain it is important that these are repaired and retained. Great effort should also be made to replace inappropriately designed shop fronts with more traditional styles. In conservation areas replacements should be timber. Outside conservation areas powder coated aluminium can be considered if it follows a traditional design. Replacing windows and doors may require planning permission.
13. **Fan lights** are an important part of the historic shop front. In many cases these are covered by inappropriate signage or simply boarded up. These should be freed and repaired as in many cases they form the focal point of the main elevation. Reinstatement, if not like for like repair, may require planning permission.

The frontages of financial institutes and public buildings tend not to be made from timber. Many of these have tile, terracotta, limestone, marble or granite surrounds. These are also desirable to preserve and enhance.

When considering a change of use for a property containing a historic shop front, especially a conversion to residential the greatest efforts should be made to retain all details which give reference to its previous use. This will maintain the street scene whilst not effecting the properties potential for conversion.



## 4.2 Design Guidance



# Design Guidance: Conservation Areas

Conservation areas are designated to preserve and enhance character. The special architectural or historical interest is derived from a unique combination of elements such as building style and features, street pattern and open spaces. The lack of appreciation for these features often mean that they are particularly vulnerable to insensitive development. Any development, including new buildings and extensions or other alterations should be carried out in a way that does not harm any character they possess.

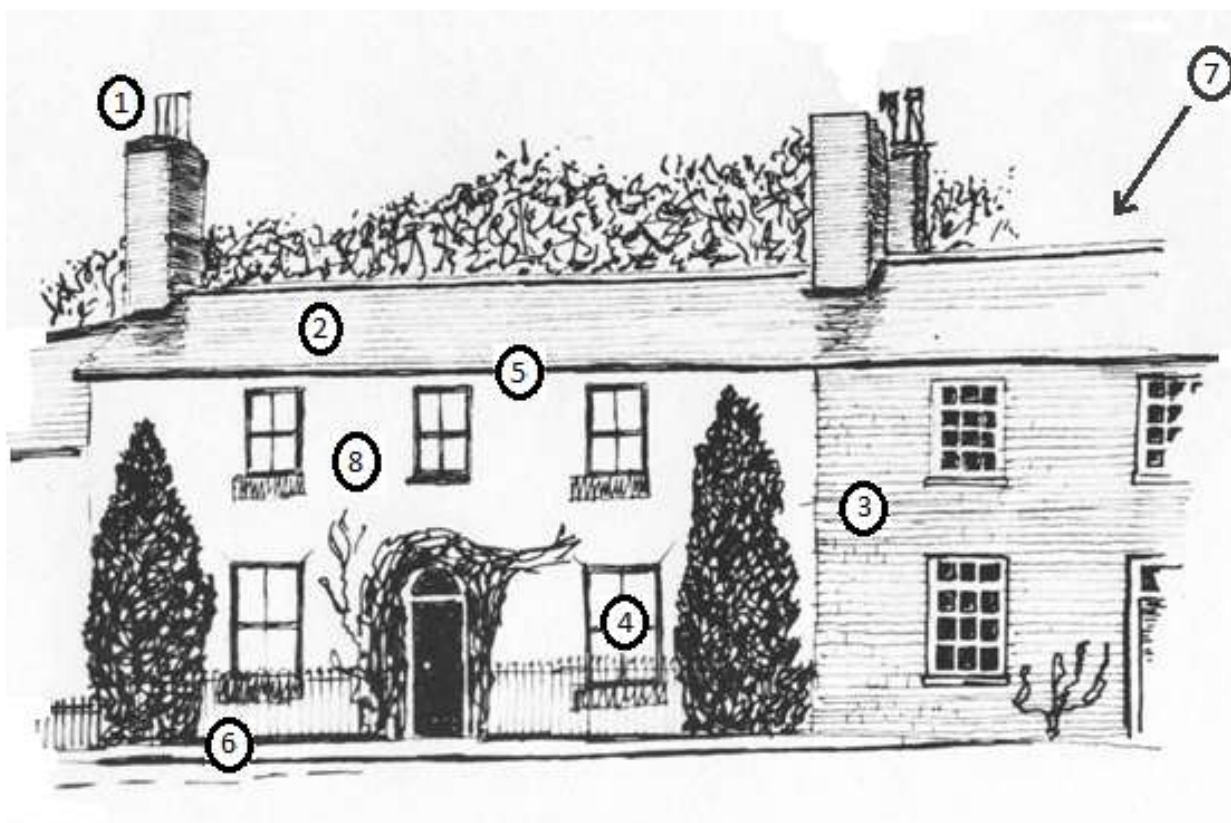
It should be remembered that conservation areas are not museums; they need to change and evolve over time just as they have always done. Carefully designed new buildings can make a positive contribution to character and there are situations where the sensitive redevelopment of an eyesore can enhance the quality of an area. Good design in conservation areas should lean towards the “traditional”, using appropriate design and materials are used to create a modern reflection of the vernacular architecture.

This design guidance has been created to encourage new development to complement the established grain, settlement pattern and character, whilst still representing the time.

General information:

- **If your property has had its Permitted Development rights removed, for example through an Article 4 Direction or is a flat or commercial, to make changes other than ‘like for like’ repair to any of the features identified below may require planning permission.**
- **If your property is Listed you will require Listed Building Consent.** It is advised that you contact the Conservation Officer (01472 324266) for advice before applying.
- **Advertisement Consent is required for any advertisement, shop sign, projecting sign and flag pole to the exterior of a property.**
- Any doubts contact Development Management Services (01472 326289 – option 1) or fill in a ‘Do I need Planning Permission’ form available online for (domestic) £30 including VAT available from:

<http://www.nelincs.gov.uk/resident/planning-and-development/do-i-need-planning-permission-/>



1. Chimneystacks should be maintained at their full height and where traditional pots remain these should be retained. Regular maintenance and repair is key to keeping your chimneystack in good order.
2. Roof materials may vary. Historically these would broadly have been slate or clay pantiles. Repairs to roofs should be made using materials to match the existing in terms of type, size, colour, thickness and coursing. Any change to roofing materials may require planning permission.
3. Re-pointing should always be undertaken using a like for like material. On lime mortar properties the use of a cement based mortar may cause damp problems as well as brick spalling. Finishes vary, to get the best and most appropriate finish efforts should be made to match the colour and joint finish of the original, these range from flush to recessed.
4. Windows and Doors make a substantial contribution to how the property appears and to the character of a conservation area. Most properties historically had timber windows and solid hardwood doors. Where original windows and doors remain it is important that these are retained. Traditional windows and doors were usually very well made and can often be repaired and draft proofed. Great effort should also be made replace inappropriate designed and uPVC frames with a more traditional style. Replacing windows and doors in commercial properties may require planning permission.

5. Rainwater goods were on historic properties were traditionally made of a metal (cast iron or lead) or timber. Replacements in other materials can harm the character of the conservation area and may need consent.
6. Boundaries in Great Coates differ. In some places there are iron railings, some have brick walls and others have hedges. Removal of these or replacement with other materials can harm the character of the conservation area and may in some circumstances need consent.
7. Telecommunication and Security Apparatus which include; satellite dishes, TV aerials, alarm boxes, CCTV and other additions can create clutter on the buildings. Satellite dishes may require planning permission and are unlikely to be supported on application the front facing elevations. Alarm boxes should be placed in a non-prominent position, such as under the eaves so that they do not detract from the character of the area.
8. External walls should be left in their natural state. For example, brickwork should not be rendered or painted, which can trap moisture. Inappropriate coverings may be removed if an appropriate cleaning method can be identified. Where the exterior has already been painted a permeable paint should be used and regularly maintained.