

design **north east lincolnshire**  
places and spaces renaissance



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# Design North East Lincolnshire Places and Spaces Renaissance

## FOREWORD

North East Lincolnshire Council has in partnership with Yorkshire Forward, the regional development association for Yorkshire and Humber, worked to produce an Urban Design Framework and Urban Realm Strategy for North East Lincolnshire. The document supports the North East Lincolnshire Renaissance Programme identifying long term principles to support the development of quality environments over the next 20 years.

The document has been developed through a process of consultation and engagement involving stakeholders and local residents. It recognises that the quality of the environment has a critical bearing, acting as a catalyst for economic regeneration, and influencing residents’ impressions of, and aspirations for, the Borough.

The document provides a framework that will help shape the future of the Borough in terms of the appearance of new buildings and spaces. It provides useful information on design which will assist developments through the planning process. The document will form an important background document to the Local Development Framework in assisting with the production of a Supplementary Planning Document that takes a wider look on Design.



Andrew De Freitas  
Leader



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# Introduction

# INTRODUCTION

## Outline of brief

In April 2007, North East Lincolnshire Council in partnership with Yorkshire Forward appointed Gillespies and Kevin Murray Associates to prepare an urban realm strategy for the town centres of Grimsby and Cleethorpes. Subsequent to the initial appointments the brief was expanded to formulate an urban design framework for the town centres and all of North East Lincolnshire as well.

The study area for this document includes the whole of the Borough but with more focus on the urban centres of Grimsby, Cleethorpes and Immingham where regeneration is the priority.

## Approach

This document combines urban design and public realm guidance for North East Lincolnshire. Its primary purpose is to raise the standards of development and public spaces throughout North East Lincolnshire, through a co-ordinated vision, set of design principles and implementation priorities for public and private sector investment.

The aim of the document is to produce a comprehensive and holistic piece of design guidance that deals with the built and spatial environment together. Recognising that in any urban environment buildings and spaces are intrinsically linked and should be dealt with 'in the round.' In addition the client steering group and design team have set out to:

- ✓ Produce a document that is concise, practical and most importantly facilitates delivery
- ✓ Produce a document that is easy to use, understand and interpret
- ✓ Produce a document that will engender a sense of ownership by all stakeholders
- ✓ Raise the quality and aspirations of design in North East Lincolnshire

The Urban Design Framework will support North East Lincolnshire Council in its interaction through the planning system with local communities, developers and other applicants in terms of new development. The Urban Realm Strategy is intended to guide new development and investment by North East Lincolnshire Council, Yorkshire Forward and other public and private sector partners.



Ashby cum Fenby



Grimsby



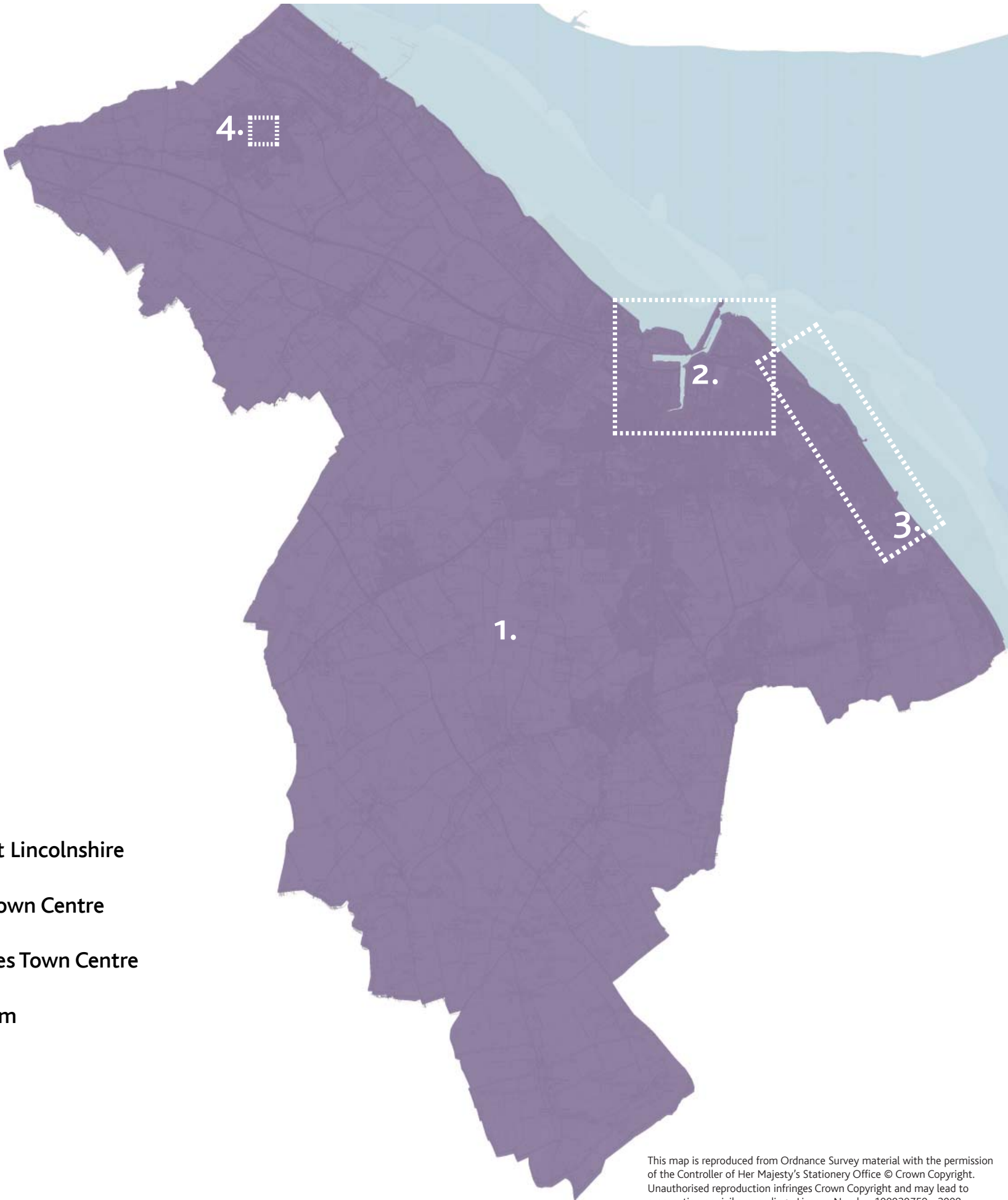
Cleethorpes



Immingham



STUDY AREA



KEY

- 1. North East Lincolnshire
- 2. Grimsby Town Centre
- 3. Cleethorpes Town Centre
- 4. Immingham

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## BUILDING UPON EXISTING STRATEGIES

This document has not started with a blank sheet but reflects and attempts to build on a number of valuable pieces of work undertaken for the Borough over the last 10 years.

- Charter For Grimsby (Edaw/Derek Latham)
- New Horizons Regeneration Strategy for North East Lincolnshire
- Strategic Development for Grimsby (Urban Initiatives)
- Vision & Options Report for Grimsby Town Centre (Urban Initiatives)
- Grimsby Fish Docks Framework (RPS)
- Cleethorpes Resort Regeneration Strategy (Urban Initiatives)

This document aims to pull all of the visions and strands together into a comprehensive picture for the future of North East Lincolnshire.



## COMMITMENT TO QUALITY

There is an ongoing commitment by the Government to create sustainable places of lasting quality. North East Lincolnshire Council with its partner Yorkshire Forward are devoted to achieving better places and the vision set out within regional, sub-regional and local policy.

Yorkshire Forward Renaissance Town and Cities programme, established in 2001 identifies that Grimsby has the opportunity to 'emerge as an attractive, friendly and green town, with a vibrant economy, varied leisure and employment opportunities'. It is steadfast in reversing the fortune of North East Lincolnshire's towns and villages by aiding the implementation of strong urban structures and high quality public realm. A number of regeneration priorities are under way already and this document sits within a wider programme of Borough wide renaissance.

### Renaissance Places and Spaces Renaissance

North East Lincolnshire Council is also dedicated towards raising not only the design quality throughout the Borough, but in raising people's expectations and aspirations of the design process. A programme of public and stakeholder engagement was carried out throughout the formulation of this document, aimed at making the design process more open and expanding awareness of design issues within the community.

North East Lincolnshire Council and Yorkshire Forward, by adopting this document, recognise:

- The importance of high quality buildings and public spaces in the regeneration process
- The economic and social impact that buildings and public spaces have on place performance
- The need to raise aspirations and expectations in the design process
- The significant contribution that local communities and stakeholders can bring to the design process
- The need for public and private sectors to be working from the same plan, in other words a co-ordinated approach to regeneration

North East Lincolnshire Council should promote the development of high quality buildings and spaces. Mediocre development which does little to add to the character and quality of a place should no longer be supported.



Recent good development in the borough

## Methodology

In preparing this document, the first stage was to understand the whole Borough, characterise it into smaller areas with similar attributes and understand where the focus for investment and regeneration is needed.

Within each character area there would be several different levels of intervention required, ranging from the conservation and preservation of historic and well-functioning places, the repair and regeneration of existing urban areas and in some cases the restructuring of urban fabric.

It became clear that in terms of the importance of place and development dynamics, the urban centres and fringes of Grimsby, Cleethorpes and Immingham were identified as requiring detailed guidance and the highest level of intervention. Whilst the areas that required less detailed guidance to reflect the emphasis on the protection of local character were to be found out in the suburbs and villages.

This focusing of the brief to the areas that require most attention drove the structure of this document. Within the urban centres the document sets out a detailed Urban Design Framework and Urban Realm Strategy, for Grimsby, Cleethorpes and Immingham. Whilst the rest of the Borough is given guidance through a series of design principles.

## Engagement Process

An extensive consultation process has been undertaken to ensure that the final document would be as relevant and engaging as possible and stakeholder ownership maximised.

As part of the initial analysis work, technical consultations were held with key stakeholders and officers to achieve a greater understanding of the issues and background to the area.

The design guidance document was consulted upon at two stages within the process.

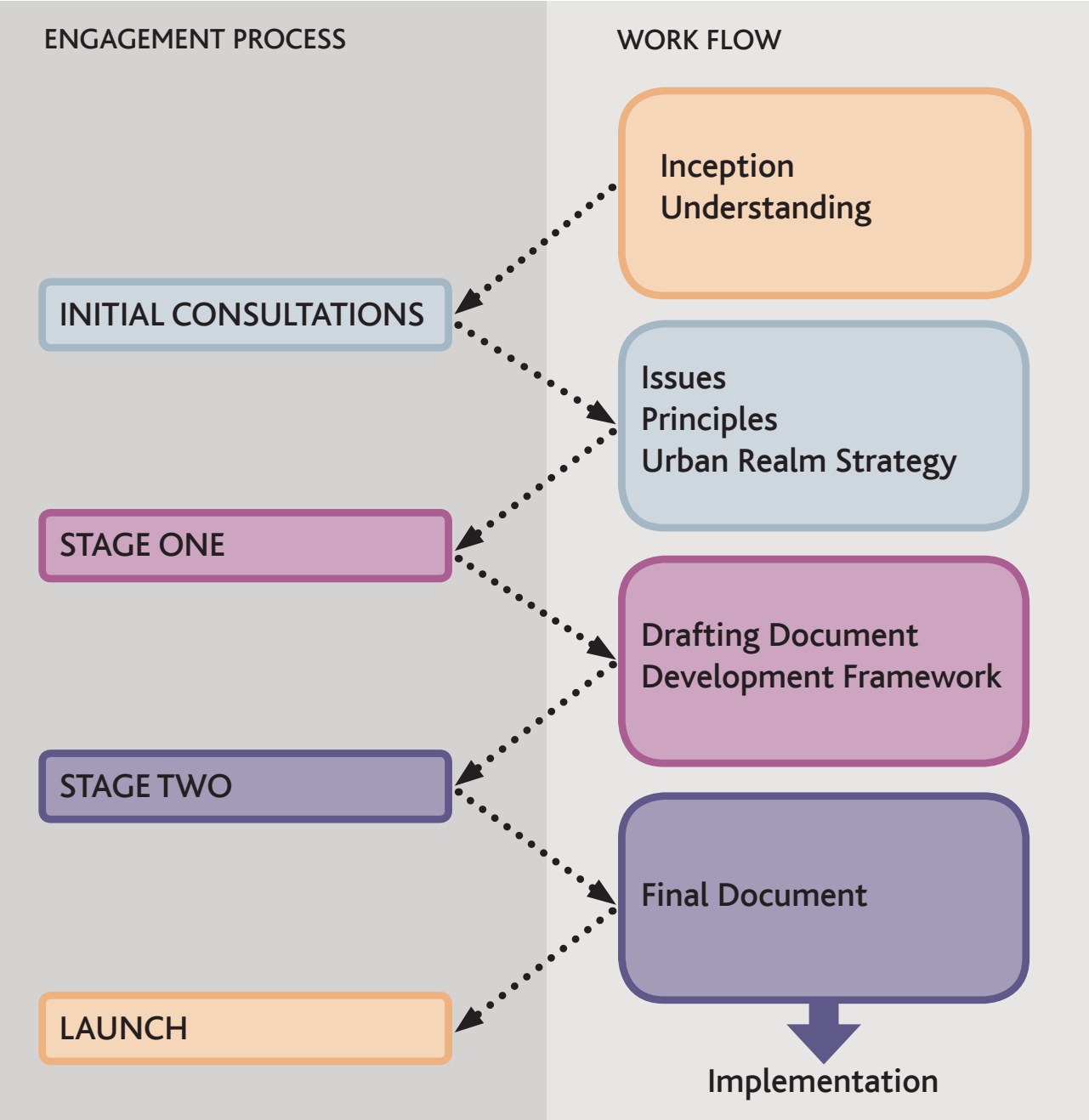
The first stage consultation events took place during October 2007 with key stakeholders, an implementation team and the local communities of Grimsby, Cleethorpes and Immingham. This stage was an opportunity to present the design teams initial principles and ideas that would shape the design document, obtain feedback on this and understand the issue from a community perspective.

The second stage consultation events were held in November 2007 with the same group of consultees and focused on the emerging draft document. The document was "road-tested" through a series of exercises where the attendees had to use the document to answer questions to test usability and gather feedback.

The purpose of these consultation events was to engage people with the content of the document, to ensure that the guidelines and the process of the document were clearly understood and consistent with North East Lincolnshire Council policies and aspirations of the Town Team and wider stakeholders.

Feedback from the consultation events fed back to the design team and was embedded into the emerging guidance document. A separate record of the consultation process has been prepared.







# STRUCTURE OF THE DOCUMENT

Given the scale of the task and the size of the document, a lot of thought has been given to the structure of the document by both the team and stakeholders. In simple terms, the document is divided into 5 Sections each with its own unique colour:

- 1 **Introduction**  
This introduction to the document and explanation of the brief, approach, methodology and stakeholder engagement process.
- 2 **Overview of North East Lincolnshire**  
A review of North East Lincolnshire, identifying regional aspirations, characterising the Borough, understanding the focus areas for intervention and detailed urban analysis of the town centres.
- 3 **The Urban Design Framework**  
This section provides guidance on two levels, a very detailed design framework for the urban centres of Grimsby, Cleethorpes and Immingham; and then more generic guidance for the wider Borough. The Urban Centres section establishes a framework for development - setting out strategic urban design interventions and principles, and specific guidance for development.
- 4 **The Urban Realm Strategy**  
Establishes the main urban realm objectives and principles for Grimsby, Cleethorpes and Immingham, identifying priorities and a hierarchy for the streets and spaces.
- 5 **Urban Realm Design Guidance**  
Provides guidance for all the urban realm elements including materials, street furniture, lighting, public art and management and maintenance.

## HOW TO USE THE DOCUMENT:

The document has been designed so that each section is independent of one another so that the user can access the section that is pertinent to the project they are working on without having to read the whole document from cover to cover therefore making the guidance accessible and user-friendly.

However to further aid legibility and the ability for people to dip into and out of the document, the following pages show a flow chart, setting out how to use the document from a topic place-based starting point.

## CHARACTER AREA:

# RESIDENTIAL

### OVERVIEW

- Diversity of architectural style & housing density
- Large amounts of green/open spaces amongst housing but often space is of poor value
- Wide range of types and quality of housing

### GENERAL DESCRIPTION:

The suburbs of North East Lincolnshire have grown in parallel with the industrial development of Grimsby and the resort development of Cleethorpes. They have expanded around the western edges of Grimsby and Cleethorpes, filling the landscape between the urban centres and the rural areas.

The suburbs have formed one residential band which wraps around the urban centres as well as blurring the boundary line between Grimsby and Cleethorpes, overtaking once-rural villages to create one on-going mass of housing built during different eras. This housing is wide-ranging in character, with a few buildings of architectural quality nestled amongst large, homogeneous, interwar and post-war housing estates and busy main roads.

This diversity of architectural style, age, and density also underlines the contrast which exists between the more affluent and more deprived areas which lie in close proximity to each other.

Within the suburbs, there exists a number of similarities. They are well-located for travel into the urban centres. There is an established cycle network which links the suburban areas together. There are large amounts of green spaces spread throughout the residential areas which range from small parks to large, open playing fields with basic sports facilities, as well as bigger parks such as Weelsby Woods and the recently refurbished People's Park in Grimsby and Cleethorpes Country Park. In general, there are quality issues with some of the smaller incidental parks with damaged furniture evident and outdated children's play areas and equipment. They

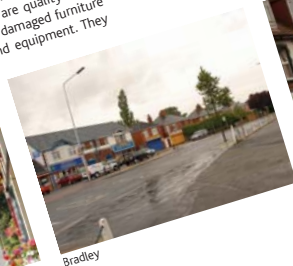
- Good network of local shopping facilities
- Little distinction between Grimsby and Cleethorpes
- Areas of affluence and areas of deprivation

are however, in convenient locations which are accessible to many household and which could be a great asset to the area. The suburban areas have numerous local shopping facilities which serve their immediate communities. Whilst these are convenient to the residential areas, and in most cases well-used with basic convenience-type shops, the public realm has largely been neglected with poor quality street furnishings, disorganised parking and conflicts between pedestrian and vehicular use.

The differences of the suburban areas stem from their location and the age of the housing. High density terraced housing dominates the area between Grimsby town centre and the industrial areas/Fish Docks. The streets are narrow and are filled with parked cars. On the west side of Grimsby town centre and the People's Park with large areas, especially around Edwardian houses and tree-lined avenues. Further from Grimsby centre, there are large interwar and post-war housing estates - most notably The Willows and Wybers Woods which are on opposite sides of the B1210/ Great Coates Road. Both estates have homogeneous housing stock with poorly designed and maintained local facilities. The suburban areas around Cleethorpes are generally of a better quality.



Waltham



Bradley

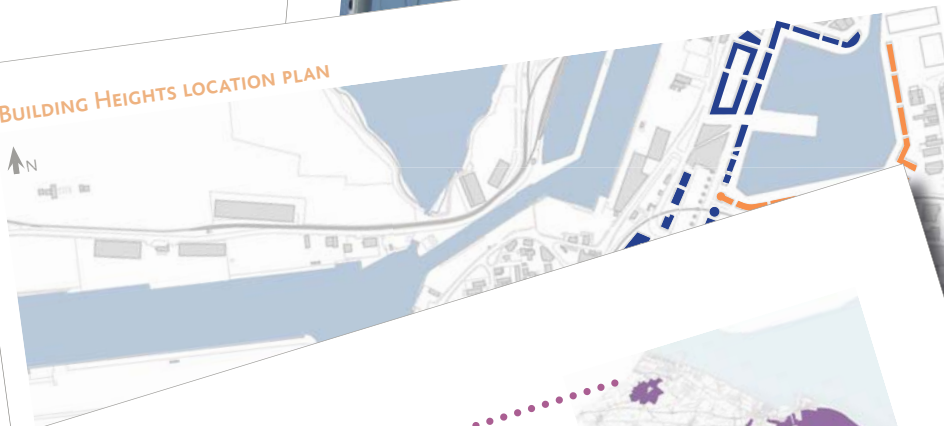


Immingham



Scartho

### BUILDING HEIGHTS LOCATION PLAN



Location of suburban areas in purple

### KEY CONSIDERATIONS:

- Transport links - crucial to sustainable living
- Cycle network
- Green space, conserve and enhance
- Regeneration needed of some suburbs
- Support for local shopping centres
- Conservation of quality suburbs

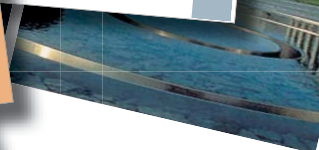
## Early Projects/ Next Steps

- Riby Square - creation of a foyer space and gateway to the docks to open the area up for development
- Segregate dock access for the industrial uses which will need to be maintained
- Formation of plaza around new railway station

URBAN REALM STRATEGY

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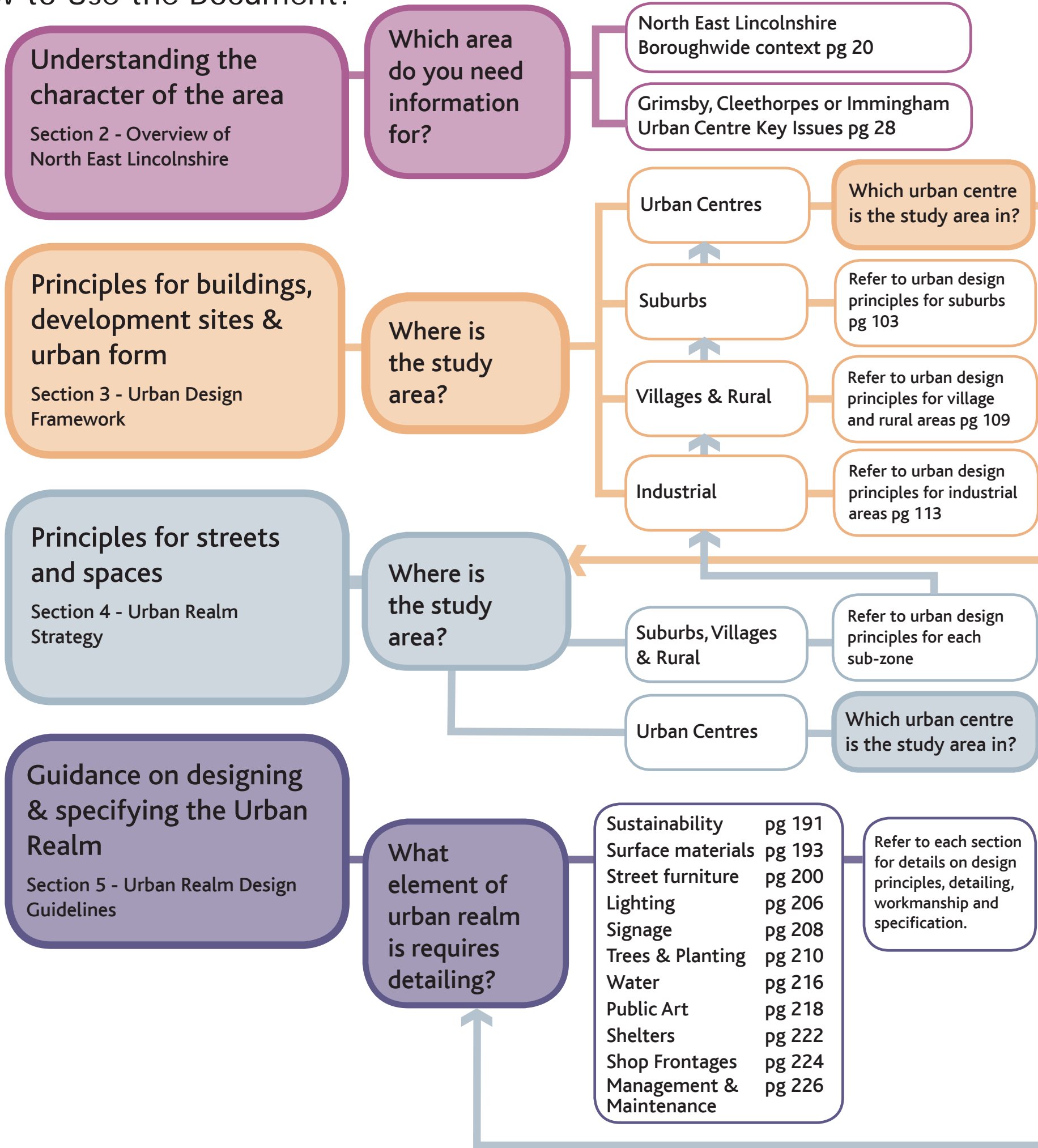
URBAN DESIGN FRAMEWORK



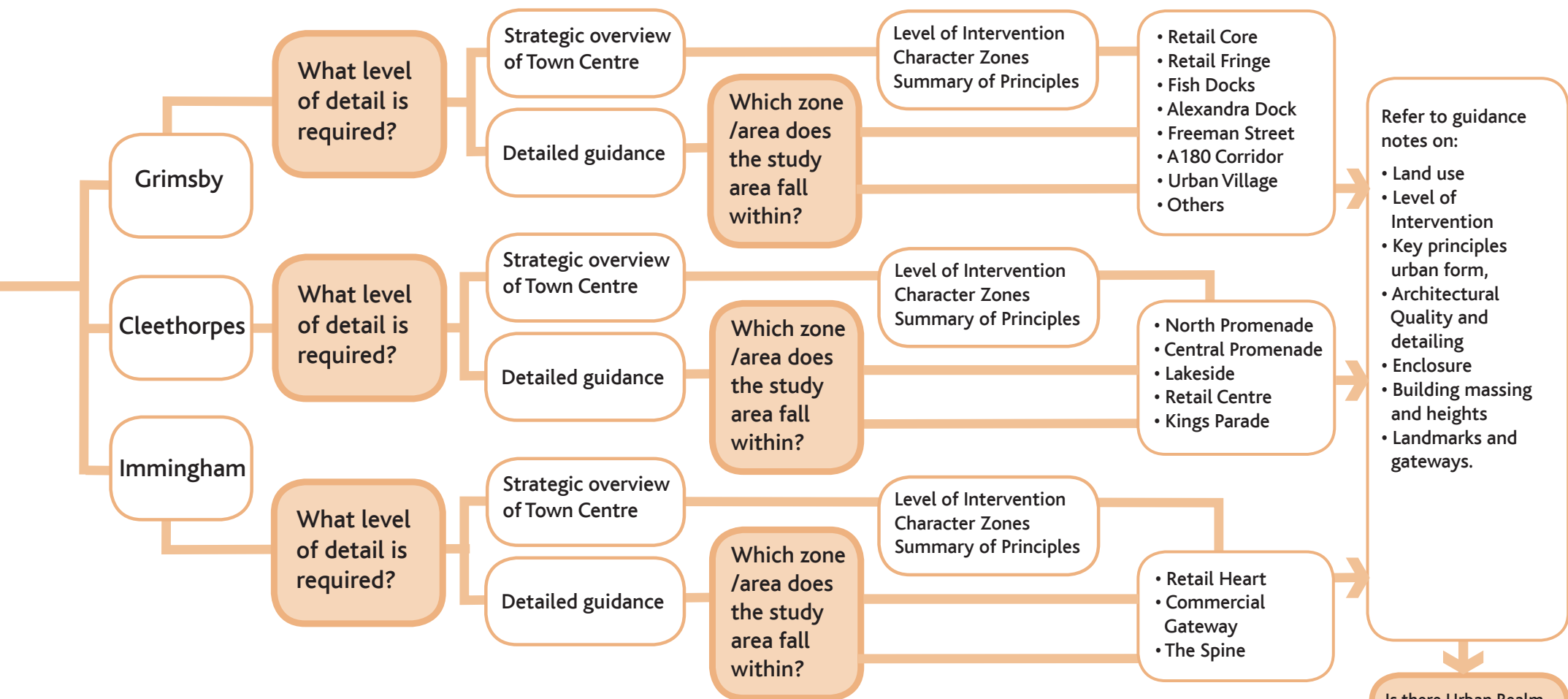
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DESIGN GUIDANCE

# How to Use the Document:







Is there Urban Realm Associated with the study area?  
Refer to section 4 Urban Realm Strategy

