

4

Urban Realm

Strategy

URBAN REALM STRATEGY- URBAN CENTRES

Grimsby

Overview of Town Centre:

- Grimsby Zones
- Space Network
- Legibility
- Hierarchy of Quality
- Summary of Urban Realm Elements

Urban Realm Principles:

- The Fish Docks
- Alexandra Dock
- The Retail Core and Fringe
- Freeman Street
- Grimsby Urban Mixed-Use Area
- A180 Corridor

Cleethorpes

Overview of Town Centre:

- Cleethorpes Zones
- Space Network
- Legibility
- Hierarchy of Quality
- Summary of Urban Realm Elements

Urban Realm Principles:

- North Promenade
- Pier Gardens & Central Promenade
- Retail Core
- Lakeside
- Kings Parade
- Grimsby Road

Immingham

Overview of Town Centre:

- Immingham Zones
- Space Network
- Legibility
- Hierarchy of Quality
- Summary of Urban Realm Elements

Urban Realm Principles:

- Retail Heart
- Commercial Gateway

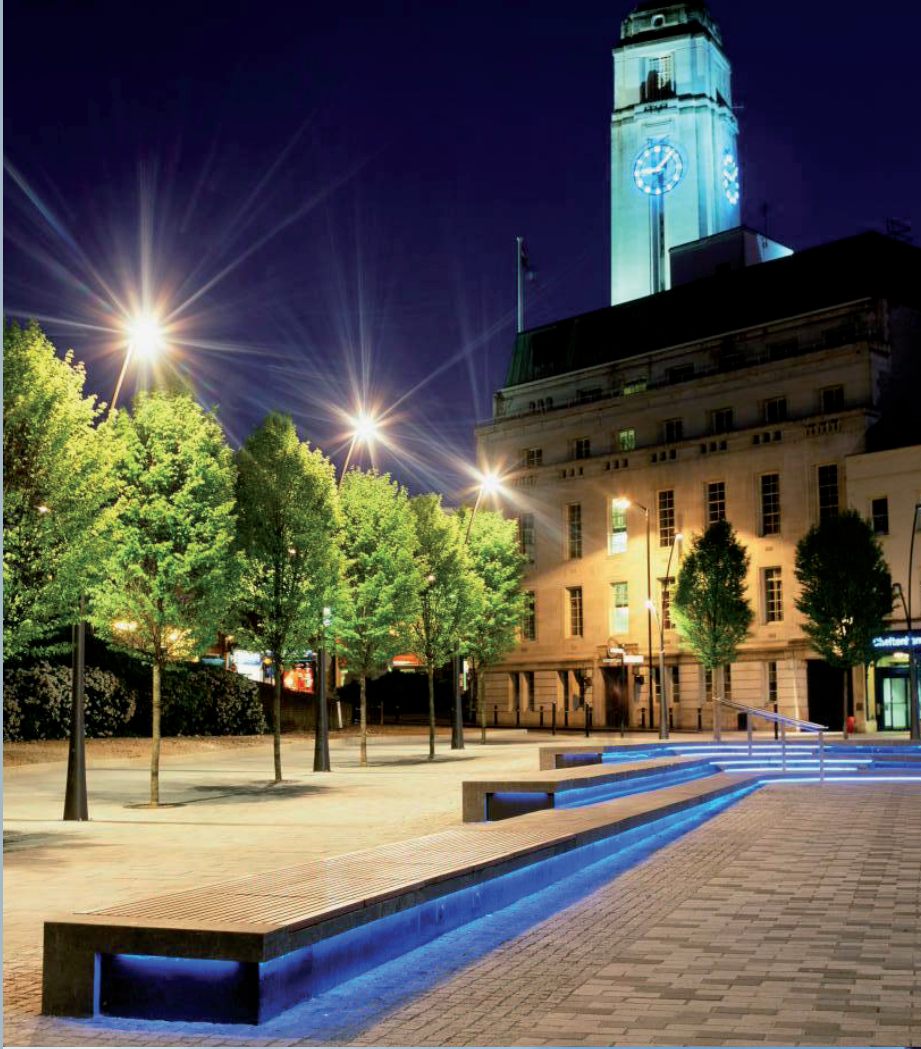
THE URBAN REALM

The urban realm is identified as the space between buildings. It provides the setting for architecture, commerce, activity and movement - it is the environment in which we travel, relax, trade, socialise, refresh and sometimes work.

A high quality urban realm is vitally important for enhancing the experience of a place, making a place easy to use and understand, for encouraging people to dwell within an urban centre and for activity to flourish.

Recent studies by CABI such as 'Paved with Gold', 'Does Money Grow on Trees', 'Start with the Park' and 'The Value of Public Space' have started to quantify the direct correlation between the quality of urban space and the economic performance of surrounding property as well as the quality of life for the inhabitants of a place.

Thus quality urban realm not only makes a place look more attractive, it also contributes to economic vitality, can undoubtedly act as a catalyst for regeneration, demonstrate the vision of a place, promote social well-being and health, and also community cohesion. In an increasingly competitive retail environment the quality of a town centre's public realm is not just a luxury but is now becoming an essential prerequisite of a successful place.



URBAN REALM OBJECTIVES

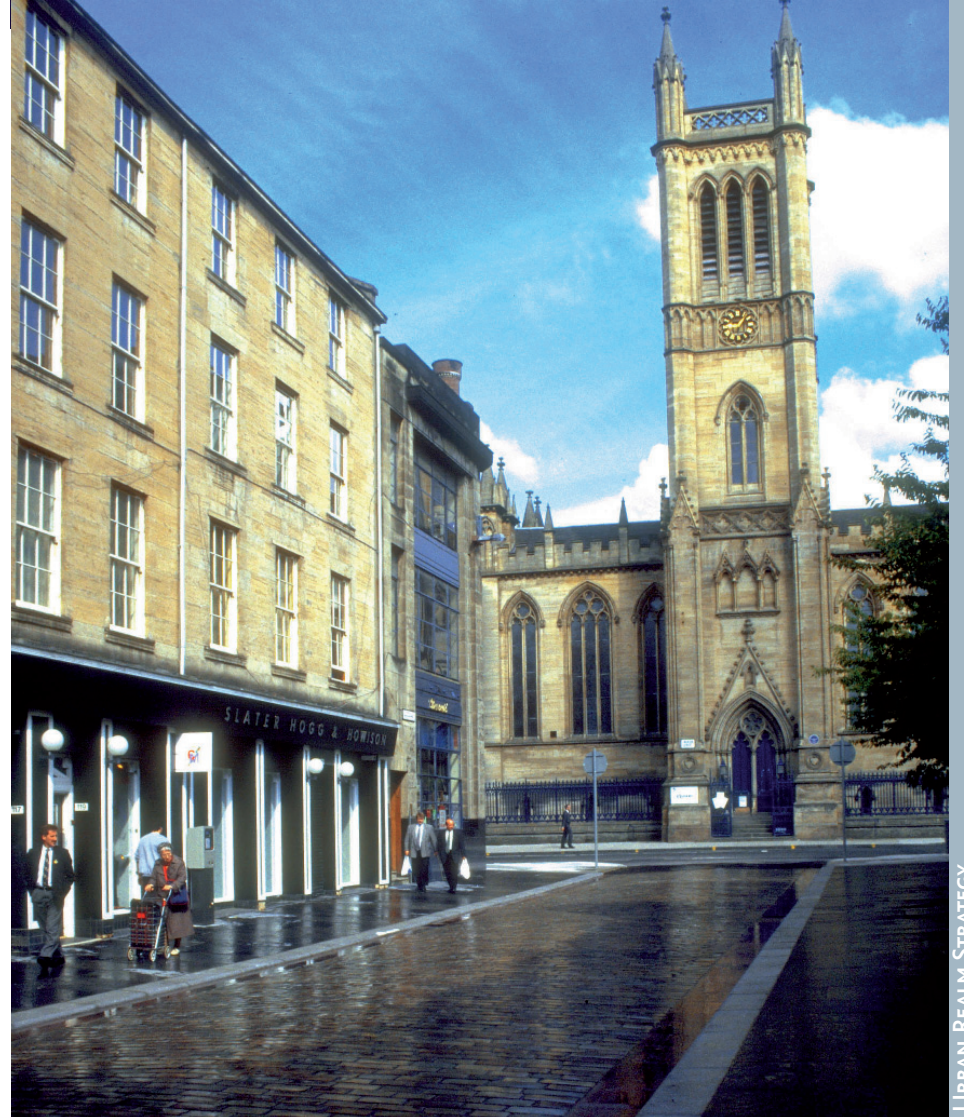
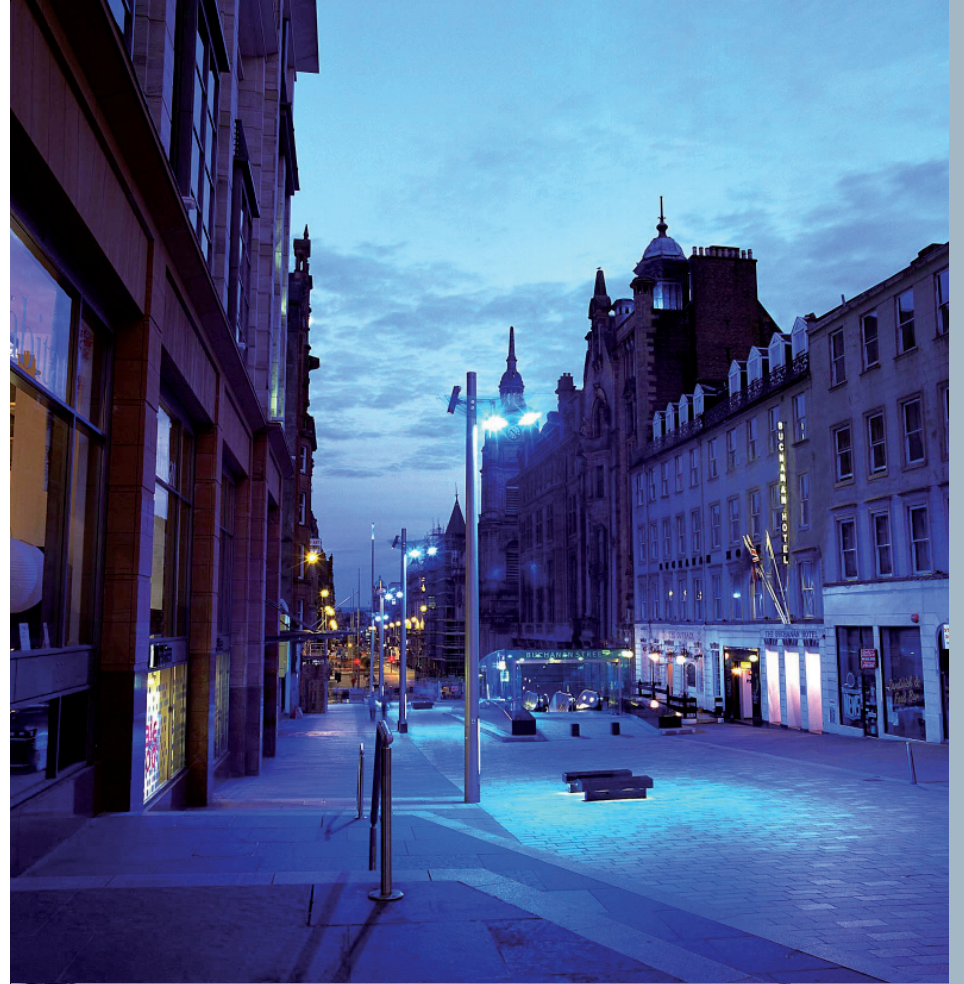
This Section of the document sets out the principles within which the urban realm can be developed in a coherent manner to create safe, attractive, flexible, robust and memorable places and spaces. This section does not intend to design the urban realm but provides the ground rules and aspirations for interpretation and articulation in detail by skilled designers.

The following overarching core values and objectives underpin the subsequent design guidance set out in Section 4 and which should also be used for public realm decision making generally:

- Promote a distinctive urban realm that reinforces a sense of place – a place that locals are proud of, and visitors will remember.
- Respond to, and strengthen the main character areas of the town centres to improve legibility and distinctiveness
- Improve perceptions and first impressions of town centres
- Promote an urban realm that is pedestrian orientated
- Improve connectivity and linkages within the town centres for pedestrians and cyclists
- Develop an urban realm that is flexible and dynamic and can respond to the changing needs of a place
- Promote an urban realm that is vibrant and enriched through a comprehensive arts strategy

Draw upon the strong and fantastic landscape settings that North East Lincolnshire has to offer to inspire the urban realm

- Develop an urban realm that is maintainable and manageable
- Develop an urban realm that promotes public safety & reduces crime
- Develop an urban realm that promotes and encourages activity



Good examples of the urban realm



URBAN CENTRES GRIMSBY

Grimsby

Overview of Town Centre:

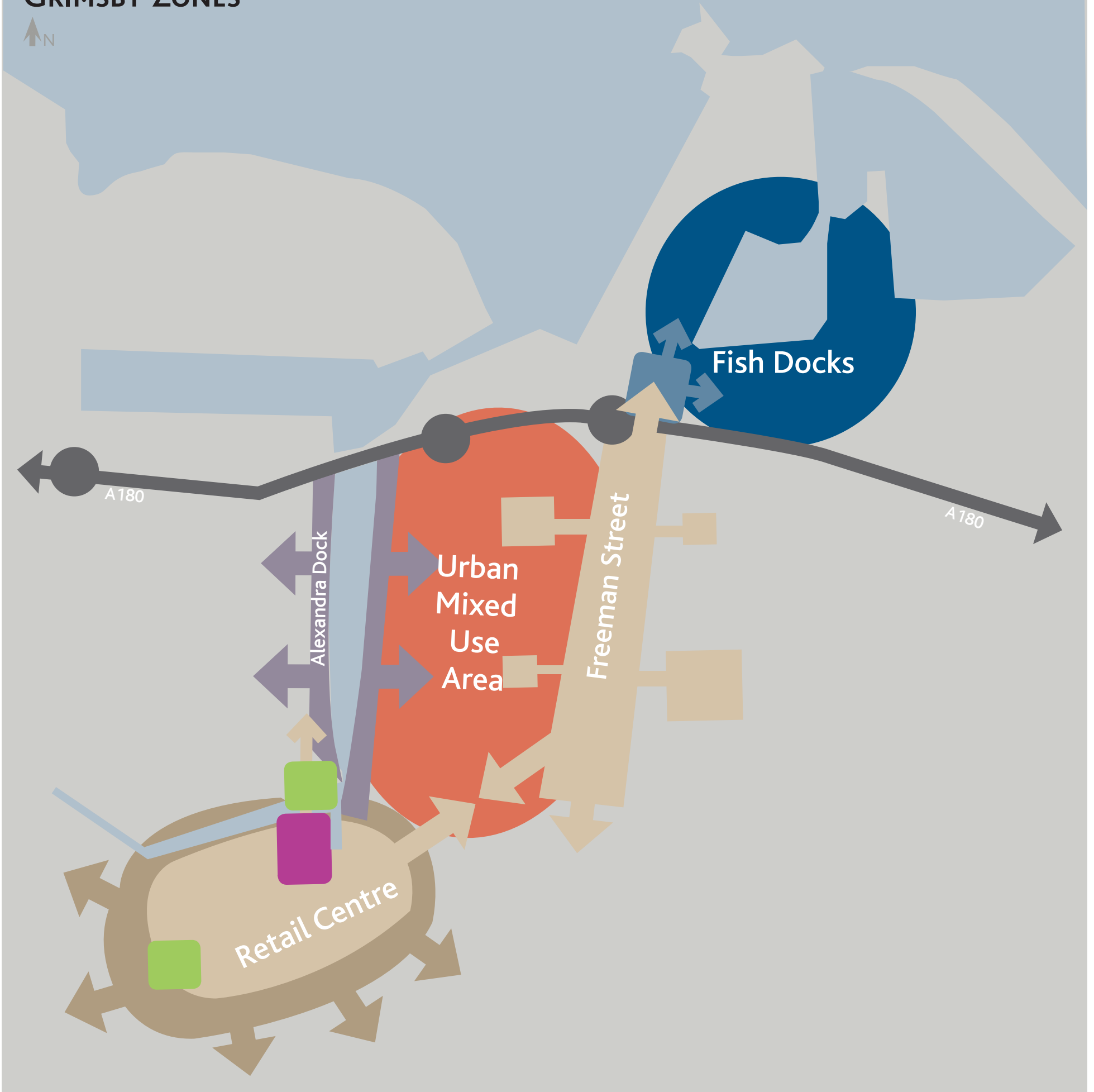
- Grimsby Zones
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Urban Realm Principles:

- The Fish Docks
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"Reconnecting a town centre and its docks back together"

GRIMSBY ZONES



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GRIMSBY URBAN REALM STRATEGY - INTRODUCTION

Grimsby Town centre is currently underachieving in terms of the urban realm. Its streets and spaces are disconnected, and with the exception of St James Square are uninviting and dominated by traffic. The town is also not capitalising on the fantastic landscape asset that it has- the docks.

The recent re-construction of Victoria Street is now setting the tone for things to come- a high quality urban realm that is a statement of the towns aspirations and a benchmark for quality.

This chapter sets out the principles which build upon this first urban realm success and demonstrate how a high quality, cohesive, urban realm that is focused around people can be developed for the whole town centre.

[Refer to Section 2: Overview of North East Lincolnshire, pg 28 for more detailed analysis of Grimsby urban centre]

GRIMSBY - ZONES

Grimsby Town centre can be seen as a series of distinctive areas in terms of character and development potential. Each quarter highlighted will require a different set of urban realm principles to respond to the existing conditions of each area and develop the urban realm in a cohesive and qualitative manner as a 'distinctive zone' and also a 'collective part' of the town centre.

Grimsby Urban centre has been categorised into the following zones:

- The Fish Docks
- Alexandra Dock
- The Retail Core and Fringes
- Freeman Street
- Urban Mixed Use Area
- A180 Corridor

The Fish Docks and Alexandra Dock zones should primarily be focused on building upon and strengthening the unique waterfront landscape, and creating a fantastic setting to live and work.

The retail core and retail fringes zones should focus on providing a more pedestrian orientated environment, reinforcing the town as the civic centre, improving pedestrian routes and creating places for activity.

The urban mixed use area is proposed as urban village and should focus on improving access and legibility to, and within the area, creating a network of streets and spaces that organise the layout of the new development.

Freeman Street should focus on strengthening and re-inventing the street and creating stronger links into the surrounding communities.

The A180 corridor should focus on improving the first perceptions and sense of arrival to the town - a window or gateway into the town.

GRIMSBY - SPACE NETWORK & LINKAGES

A primary objective of the urban realm strategy is the creation of a legible network of streets and spaces that stitch together the various zones of the town centre. This network forms the arteries of the town centre which facilitates movement, activity and connectivity. The network should aim to be focused around people and activity - at every opportunity.

The space network consists of two components:

1. Spaces which form a focus for community/civic activity and a destination for each zone and the town as a whole
2. Streets - the linear routeways which connect these focal spaces and the other destinations within the town.

Spaces

Within each zone a series of public plazas and open spaces are proposed, some already existing, that each have a particular function and role. The urban realm strategy promotes the development of at least one major focal space within each zone:

- Riverhead Square- the main civic space for Grimsby - a large plaza that is a statement of the town's status; a plaza that can accommodate events and markets and ceremonies, in short an icon for the town.
- St James Square - the existing green lung for the town that is used for relaxing, resting, and lunch breaks; and as a setting for St James Church.
- Alexandra Dock - A series of linear spaces, parks and boardwalks that wrap around the perimeter of the dock providing an amenity for new residential communities, encouraging access, and interaction with the waterfront. At the southern end of the dock a large green space is proposed that acts as a link space between the retail core and Alexandra Dock; a space for picnics, play areas and activities.
- New community parks and squares as the focus to the Urban Mixed Use Area.
- A series of community parks that act as a focus to the regeneration of the surrounding Freeman Street housing areas.
- Riby Square - a 'linking' space that connects Freeman Street and The Fish Docks.
- Freeman Street Plaza - a focus to the long linear street adjacent to the shopping precinct.
- Town Hall Square - upgrade of Town Hall Square to create of a more formal setting to the listed Town Hall.
- Railway station forecourt - a gateway space to the town centre.

- Fish Docks - a linear space that wraps around the perimeter of the dock with a central plaza in the middle of the dock.

These spaces highlighted form the main focal spaces, smaller pocket parks, and incidental spaces should also look to be promoted where appropriate.

Pedestrian Routes

Encouraging more sustainable transport methods such as cycling and walking is a key objective of the 'Regeneration Strategy'. To promote this policy the urban realm must provide convenient, safe and pleasant routes to encourage people back onto the streets rather than getting into their cars.

The network should have an emphasis on creating more pedestrian priority, improving pedestrian access, the quality of the pedestrian environment and pedestrian safety.

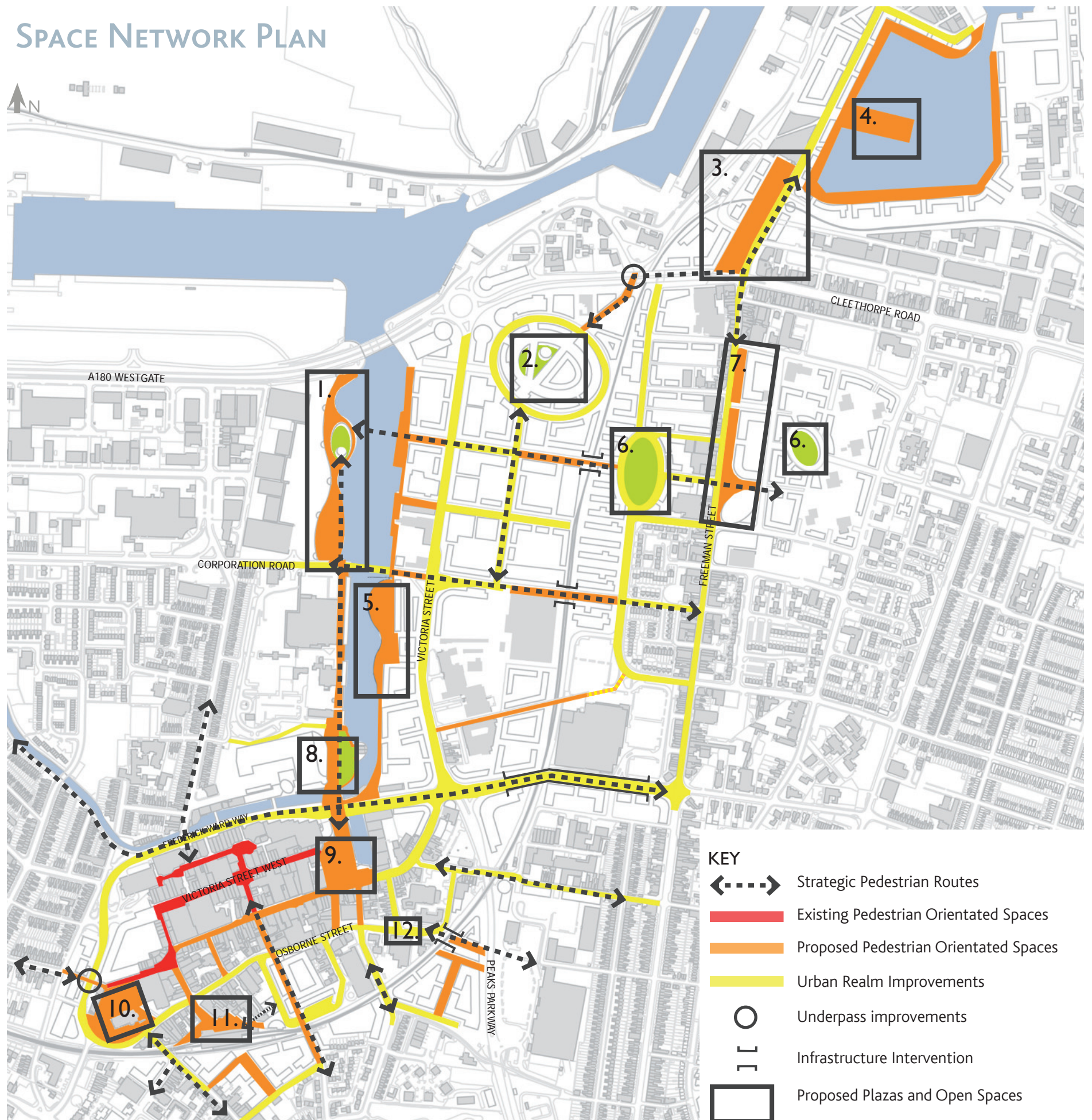
There are a number of strategic pedestrian routes that have a key role within the town in terms of permeability and access and should be reinforced within the network:

- East-West links between Freeman Street and Alexandra Dock
- Pedestrian route between Fish Dock, Freeman Street and Urban Village
- Pedestrian link between retail core and Alexandra Dock
- Pedestrian route between Freeman Street and Retail core
- Linkages between the retail core and surrounding suburbs
- Pedestrian Link between railway station and new bus station
- Pedestrian links along the River Freshney out into the suburbs
- Pedestrian link from Frederick Ward Way into the Freshney Place shopping centre
- Pedestrian and cycle links between existing and proposed focal spaces

Key to Spaces Shown on Plan Opposite:

1. Alexandra Dock North
2. Mixed Use Urban Village central area
3. Riby Square
4. Fish Docks/Marina focal space
5. Alexandra Dock South
6. Mixed Use Urban Village green spaces
7. Freeman Street Plaza
8. Alexandra Dock Park
9. Riverhead Square
10. St James Square
11. Train Station arrival space
12. Outside of the Town Hall

SPACE NETWORK PLAN



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CYCLE NETWORK

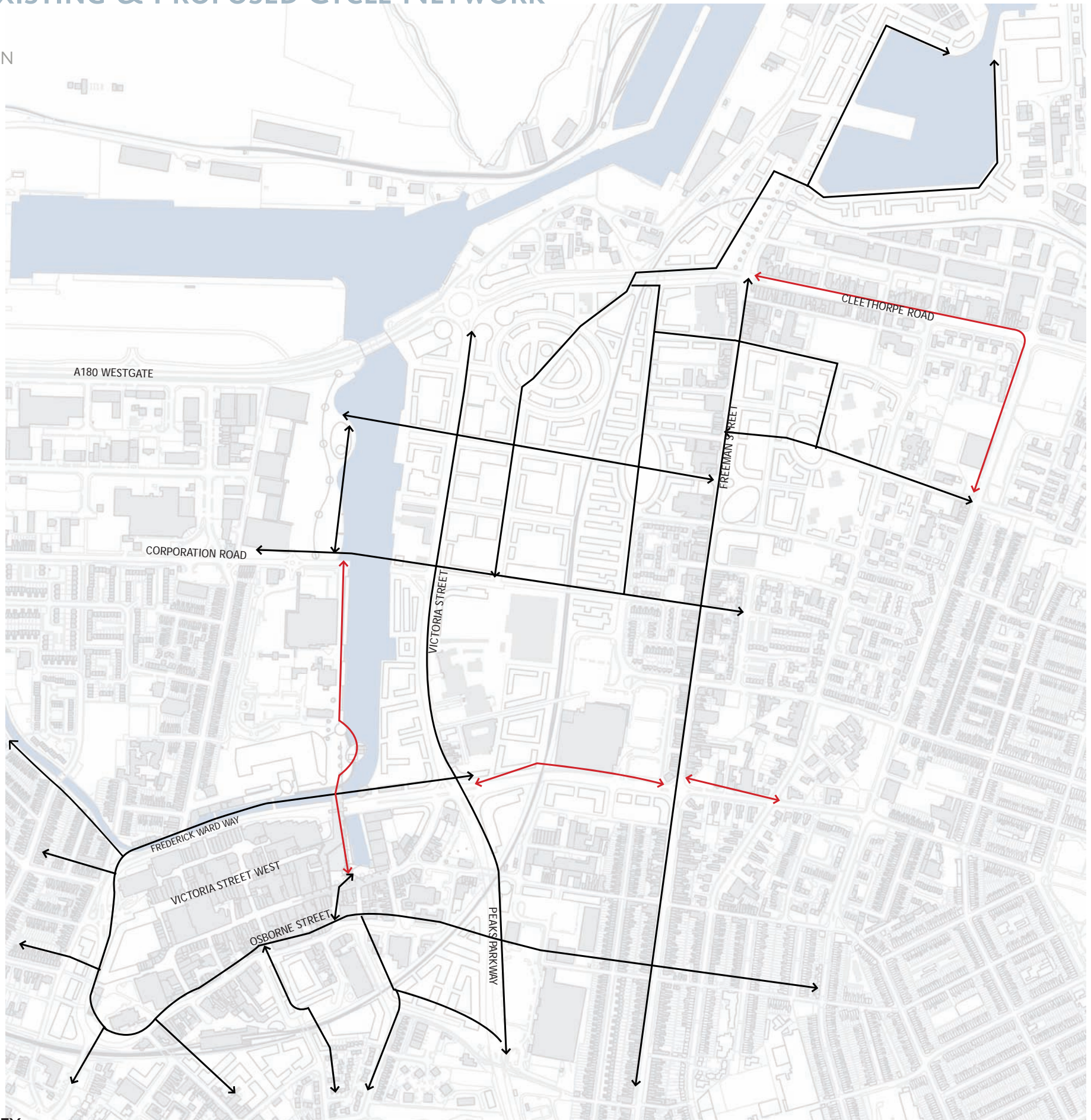
Due to its flat topography, Grimsby as a town provides an ideal opportunity to create a comprehensive cycle network. Cycling promotes a more healthy lifestyle and can reduce the number of cars within the town. Extension of the existing network should be encouraged at every opportunity through cycle lanes, multi-user paths and segregated cycle ways.

Cycle stands should be incorporated within all focal spaces so that cyclists can use the cycle network between destinations and be able to secure their bike once they reach a destination.

There are a number of strategic cycles routes that have a key role within the town in terms of access and should be reinforced within the network:

- East-West links between Freeman Street and Alexandra Dock
- Cycle route between Fish Dock, through the Urban Village to the Retail Core
- Extend cycle route along Alexandra Dock to create a loop
- Cycle route between Freeman Street and Retail Core
- Cycle routes and cycle parking zones in the retail core and extending out into the surrounding suburbs
- Cycle routes that link up all the major spaces
- Cycle route along the coast linking Europarc with the Fish Docks and through to the Cleethorpes Promenades

EXISTING & PROPOSED CYCLE NETWORK



KEY

- Existing Cycle Routes
- Proposed Cycle Routes

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GRIMSBY - LEGIBILITY

A key component of the Urban Realm Strategy for Grimsby is making the town centre more legible - making it easier to understand and orientate yourself around.

Landmarks

Landmarks are an important element of any urban area. Landmarks make a place more legible, provide focal points for activity and enrich the urban environment.

Landmarks also provide an opportunity to celebrate and capture the spirit of a place. A bold piece of art can often become an object of local pride for the inhabitants of a town. A landmark can also provide a very tangible way of incorporating references to a place, historically, socially and culturally.

Grimsby has a rich history, a strong sense of community and a distinctive landscape setting with which to draw from and this should be played upon at every opportunity. However it is also characterised by large areas of anonymous townscape and road corridors that lack landmarks.

Landmarks can be articulated in a number of forms, they can be tall buildings, striking architecture, a historic building or a church spire, an important public/civic building, a certain activity or a major public space or art installation.

Existing landmarks should be retained and enhanced where necessary to celebrate the feature. For example this could include the refurbishment of Corporation Bridge or the signal box on Garden Street or the lighting of Victoria Flour Mill at night.

New landmarks should be incorporated into the urban fabric as the town develops. These should be located strategically to avoid overkill of features. The urban design framework suggests landmarks should be located at pedestrian and vehicular gateways and at focal spaces.

Gateways

Gateways denote the point of arrival to a place and again aid in the creation of a legible environment. The sense of arrival to Grimsby (1) (and Cleethorpes) along the A180 is currently underwhelming, as are the pedestrian gateways into the retail core itself.

Vehicular gateways should form bold landmarks that can have an impact on the scale of the junctions where they are to be located. In these locations landmark buildings, structures or large scale art installations are most suitable.

Pedestrian gateways can be more subtle, and more local in scale. This could be a change in the urban realm detailing, lighting of a particular element, or a small focus for activity such as a cafe or busy shop.

Alexandra Dock, the Fish Dock and the River Freshney are the key landmarks for the area. The water bodies and their edges should be considered as an element of the urban realm that can be refurbished, enhanced and

celebrated to build on what is Grimsby's unique feature.

The Urban Design Framework proposed a number of new pedestrian bridge structures and the refurbishment of the existing bridge infrastructure to improve permeability. These bridges provide a real opportunity to create very distinctive landmarks and gateways for the town.

Views

There are a number of significant views within the town which should to be retained to aid with the legibility of the place:

- View from A180 towards Victoria Flour Mill and along Alexandra Dock toward the retail core
- View from A180 towards Dock tower
- View from Alexandra Dock Park towards Corporation Bridge
- View along Freeman Street to Dock tower

New developments should ensure that existing landmarks are not adversely affected in terms of impeding key views or detracting away from the visual prominence of the landmark.

[Refer to Section 3: Urban Design Framework pg 68 for more information on key buildings and structures]

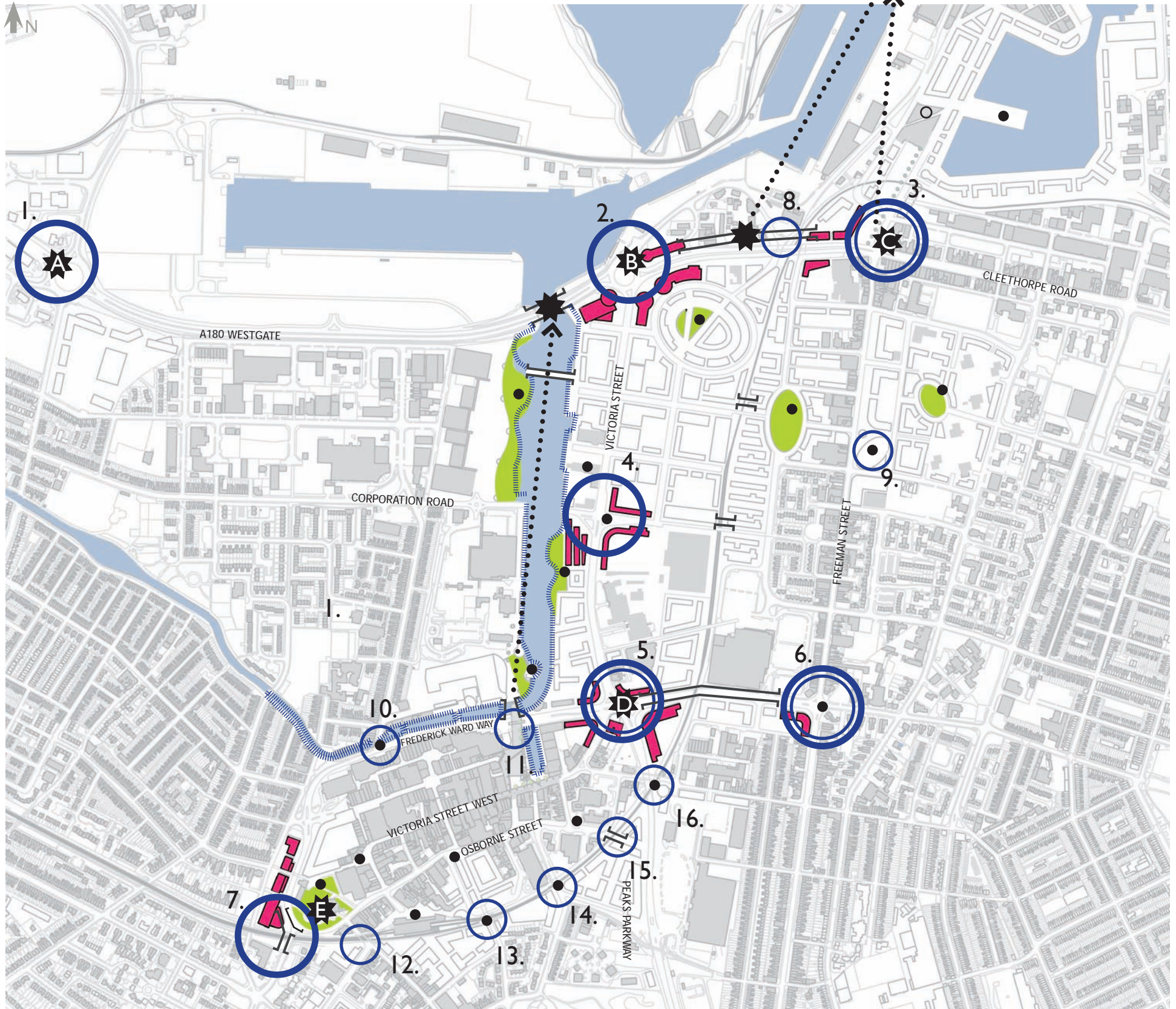
Key to Gateways Shown on Plan Opposite:

1. Roundabout at Westgate & Pyewipe Road/Moody Lane
2. Roundabout at Westgate/Cleethorpe Road & Victoria Street North
3. Junction at Freeman Street, Cleethorpe Road & Riby Square
4. Junction at Market Street & Victoria Street/Victoria Street North
5. Junction at Victoria Street & Frederick Ward Way & Ellis Way
6. Junction at Freeman Street/Hainton Avenue & Ellis Way/Eleanor Street
7. Junction at Frederick Ward Way, Church Lane & Deansgate
8. Underpass under A180 linking Edward Street & Eastside
9. Junction at Garibaldi Street & Freeman Street
10. Junction at Alexandra Road & Frederick Ward Way
11. Riverhead Square
12. Junction at Brighowgate, Wellowgate & railway crossing
13. Junction at Garden Street & Abbey Walk
14. Doughty Road railway crossing
15. New landmark bridge structure over railway line
16. Underpass on Pasture Street under Peaks Parkway

Key to Landmarks Shown on Plan

- A. Roundabout landmark
- B. Roundabout landmark
- C. Junction landmark
- D. Junction landmark
- E. Landmark at St James Square

LEGIBILITY PLAN



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KEY

- | | | | | | | | | | | | |
|---|--------------------|---|----------------|---|----------------------------|---|----------------------|---|-------------------------------------|---|----------------------------|
|  | Vehicular Gateway |  | Major Landmark |  | Key Green Space |  | Docks/River Freshney |  | Improvements to Dock/River Freshney |  | Landmark Bridge Structures |
|  | Pedestrian Gateway |  | Local Landmark |  | Proposed Landmark Building | | | | | | |

GRIMSBY - URBAN REALM HIERARCHY

Hierarchy of Quality

A 'step change' in quality of the Urban Realm for Grimsby cannot be achieved all at once, or indeed throughout the whole town centre. The upgrade of the town centre in reality will take place in phases, over time, sometimes in a manner that cannot be predicted or directly controlled (depending on when sites become available, funding programmes etc). It is also true that parts of Grimsby will warrant a higher quality treatment than others depending on factors such as civic or strategic importance.

It is intended that this hierarchy plan should be treated as a working plan that should be reviewed and updated as the town centre develops over time. Therefore this grading of quality is by no means a rigid framework. As the urban realm is developed and the general quality begins to improve, the aspiration to have a more widespread quality treatment or extra pockets of principal quality areas may also become desirable. It should also be an aspiration within the town to archive a higher level of quality where possible within the scope and budget of a scheme, and ensuring that a scheme never achieves a sub standard level of quality.

The Grimsby Urban Realm has been split into the following categories and graded in terms of its order, or priority of quality and importance:

Premier Street and Spaces

Exemplar quality of streetscape in terms of design, detailing and materials. These spaces represent the key civic/focal spaces of the town centre and provide the opportunity to showcase the region's aspirations status.

The recent urban realm scheme along Victoria Street sets an excellent precedent for this level of quality.

Secondary Streets and Spaces

- High quality streetscape in terms of design, detailing and materials.

A benchmark in quality for the town centre that can be rolled out more extensively through the town. All new developments should achieve this level of quality as a minimum.

Standard Streets and spaces

- Quality approach to design and detailing but using more economical materials

A base level of quality which provides the structure for future upgrade to a higher quality. This quality band refers to streets and spaces that will play a key role in the town centre's future development but either currently do not exist or do not justify a higher quality at present.

Arterial Routes

Vehicular orientated routes will have a standard quality with an emphasis on a strong boulevard approach.

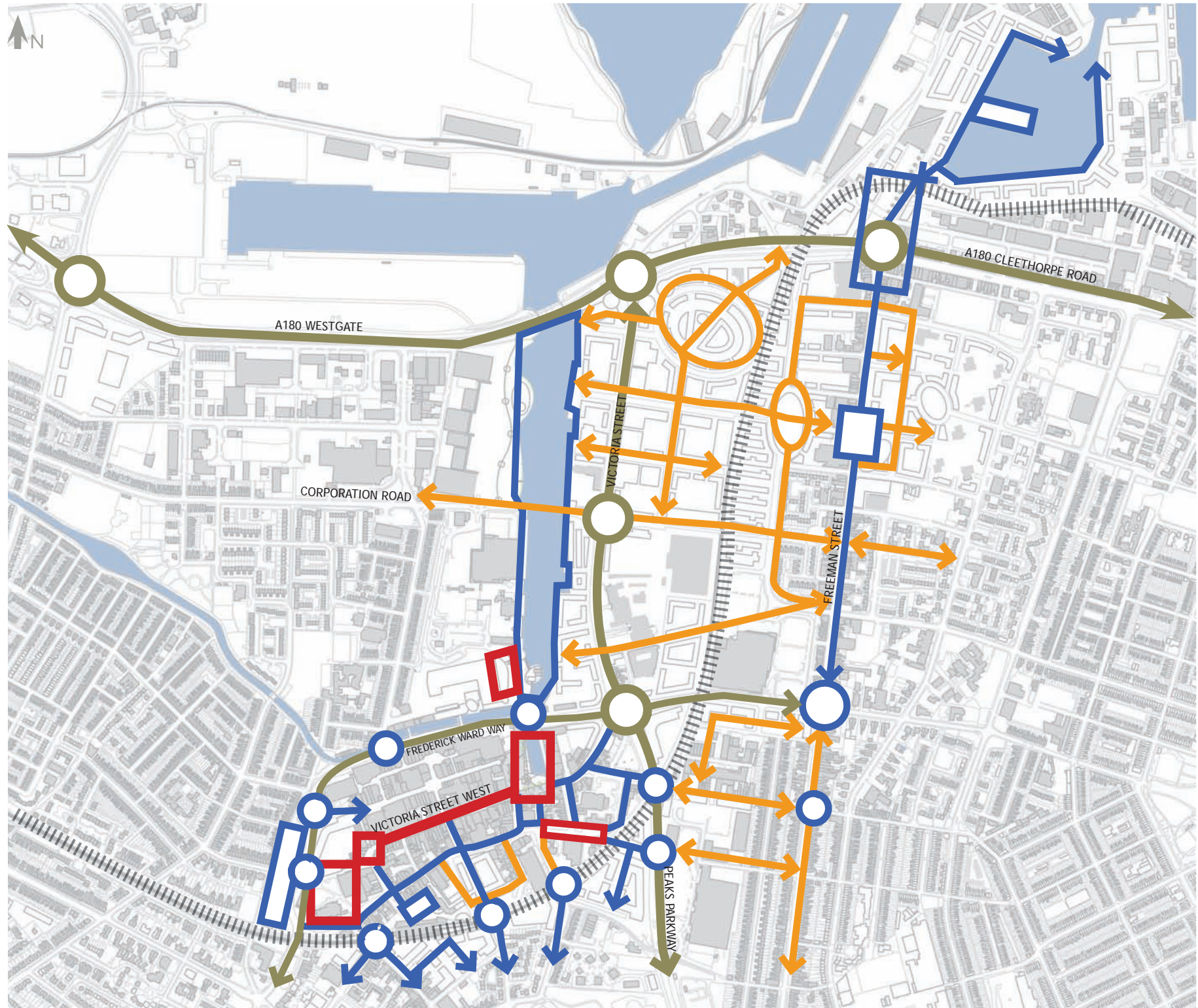
[Refer to the summary table on the next two pages for the types of surface materials and street furniture proposed for Grimsby which relate back to this quality hierarchy]

COST HIERARCHY

Quality Hierarchy	Streetscape	Squares and focal spaces
Standard Quality	£100-300 per sqm	£200-300 per sqm
High Quality	£300-500 per sqm	£400-600 per sqm
Premier Quality	£500-900 per sqm	£600-900 per sqm




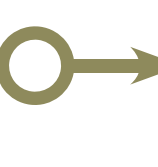
Inherent to the quality hierarchy is varying levels of investment needed to achieve a particular standard. The following table acts as a guide to the approximate costs, per square meter, involved in implementing typical urban realm schemes. The figures relate to the total design and construction costs as a complete package from start to finish at 2007 prices. Exceptional costs such as stats/service diversions and renewals are also not included in these rates but are a key risk so significant contingencies should also be included for budget purposes.

URBAN REALM HIERARCHY



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KEY

- | | | | |
|---|---|--|---|
|  | Premier Quality Streets and Squares: |  | Standard Streets and Spaces
[future high quality street] |
|  | High Quality Streets and Squares
and Pedestrian Gateways |  | Arterial routes and vehicular
Gateways |

GRIMSBY - SUMMARY OF URBAN REALM ELEMENTS

	Surface Materials	Street Furniture	Lighting	Signage
Premier Quality	<p>Granite slabs on pavement Granite Setts in roadway/shared surfaces Wide granite kerbs Feature materials at focal points such as stone varieties, timber, or metals</p> <p>Bespoke paving details</p>	<p>Stainless Steel palette. Off the shelf and bespoke elements; frequent use of street furniture elements; careful introduction and integration of other materials such as stone, timber and other metals where appropriate</p>	<p>Strong avenues of lighting columns, where appropriate, along key streets</p> <p>Within key spaces use lighting columns to organise space or encourage building mounted/suspended lighting</p> <p>If building mounted lighting used, then compliment lighting levels with pedestrian scale columns on key routes, height 6-8m</p> <p>Accent lighting essential element to compliment lighting levels</p>	<p>Remove highway signage and road markings in key spaces</p> <p>Information/interpretation boards located at key pedestrian nodes</p> <p>Finger posts located at junction of major pedestrian routes</p>
High Quality	<p>Vehicular spaces: Concrete slabs on pavement Granite Setts in roadway/shared surfaces Wide granite kerbs Premier quality materials at focal points</p> <p>Pedestrian orientated spaces: Granite or concrete paving slabs on pavement Wide granite kerbs Granite or concrete Setts in roadway/shared surfaces Premier quality materials at focal points</p>	<p>Stainless Steel palette; off the shelf elements; moderate usage at focal points and spaces</p> <p>More emphasis on timber and stone in waterfront areas to reflect character; more intensive use of street furniture along waterfront areas</p>	<p>Vehicular spaces: Strong avenue of lighting columns where appropriate. Height 8-10m; accent lighting at focal points and spaces</p> <p>Pedestrian orientated spaces: Pedestrian scale avenue of lighting columns. Height 6-8m; Within key spaces use lighting columns to organise space or encourage building mounted/suspended lighting; accent lighting at focal points and spaces</p>	<p>Minimise highway signage and road markings- reduce clutter and vehicular orientation</p> <p>Information/interpretation boards located within key pedestrian spaces</p> <p>Finger posts located at junction of major pedestrian routes</p>
Standard Quality	<p>Vehicular spaces: Tarmac pavements and road surface Wide granite kerbs</p> <p>Concrete setts at focal points and detailing</p> <p>Pedestrian orientated spaces: Resin Bound gravel surface on pavement and road surface; Wide granite kerbs Concrete setts at focal points and detailing</p>	<p>Stainless Steel palette; off the shelf elements; located sparingly only at focal points and spaces</p>	<p>Strong avenue of lighting columns where appropriate. Height 8-10m; some accent lighting at focal points and spaces</p>	<p>Minimise highway signage and road markings- reduce clutter and vehicular orientation</p> <p>Finger posts located at junction of major pedestrian routes</p>
Arterial Routes	<p>Tarmac pavements and road surface Wide granite kerbs along town centre 'High Streets', wide concrete kerbs on wider road network; Concrete setts at focal points and detailing</p>	<p>Stainless Steel palette; off the shelf elements; located sparingly only at focal points and along town centre 'High Streets' and retail areas</p>	<p>Strong avenue of lighting columns where appropriate. Height 10-12m</p>	<p>Minimise highway signage and road markings</p> <p>Finger posts located at junction of major pedestrian routes</p>

Trees and Planting	Public Art	Water	Shelters and Climate	Management & Maintenance
<p>Promote avenues of tree planting at every opportunity</p> <p>Introduce floral displays and planting in key spaces</p> <p>Lawned areas and floral displays to be introduced in new parks</p>	<p>Large focal art installation within key spaces</p> <p>Integral artwork incorporated within surfacing, street furniture and lighting elements</p> <p>Temporary art installations and performance base art</p>	<p>Introduce water features in key spaces</p>	<p>Explore opportunities for covered streets/arcade to improve retail experience</p>	<p>Very high level of maintenance and management</p> <p>Street sweeping daily</p> <p>Empty litter bins daily</p> <p>Repair turnaround 1 week</p> <p>Stock pile 5% spare materials and street furniture</p> <p>Deep cleansing annually at least</p>
<p>Promote avenues of tree planting at every opportunity</p> <p>Introduce floral displays, planting and lawned areas in key focal pedestrian spaces</p>	<p>Focal art pieces within key spaces and gateways</p> <p>Integral artwork incorporated within surfacing, street furniture and lighting elements at focal spaces and along waterfront areas</p>	<p>Possible introduction of water features in key focal pedestrian spaces</p>	<p>Possible canopies structures to create covered areas along waterfront</p>	<p>High level of maintenance and management</p> <p>Street sweeping daily</p> <p>Empty litter bins daily</p> <p>Repair turnaround 1 week</p> <p>Stock pile 5% spare materials and street furniture</p> <p>Deep cleansing annually at least</p>
<p>Promote avenues of tree planting on key pedestrian routes</p> <p>Simple lawned areas and tree planting to be used within community parks</p>	<p>Small scale art pieces within key spaces</p> <p>Integral artwork incorporated within surfacing, street furniture and lighting elements at focal spaces</p>	<p>Not applicable</p>	<p>Not applicable</p>	<p>Medium level of maintenance and management</p> <p>Street sweeping monthly</p> <p>Empty litter bins 3 times per week</p> <p>Repair turnaround 2 weeks</p> <p>Stock pile 5% spare materials and street furniture</p>
<p>Promote strong avenues of tree planting</p> <p>Tree and shrub planting to be used to screen poor urban areas</p>	<p>Bold, large scale art installations at key vehicular gateways</p>	<p>Not applicable</p>	<p>Not applicable</p>	<p>Medium level of maintenance and management</p> <p>Street sweeping monthly</p> <p>Empty litter bins weekly</p> <p>Repair turnaround 2 weeks</p> <p>Stock pile 5% spare materials and street furniture</p>

[Refer to Section 5: Urban Realm Design Guidance, pg 190 for further information on each urban realm element] 135