






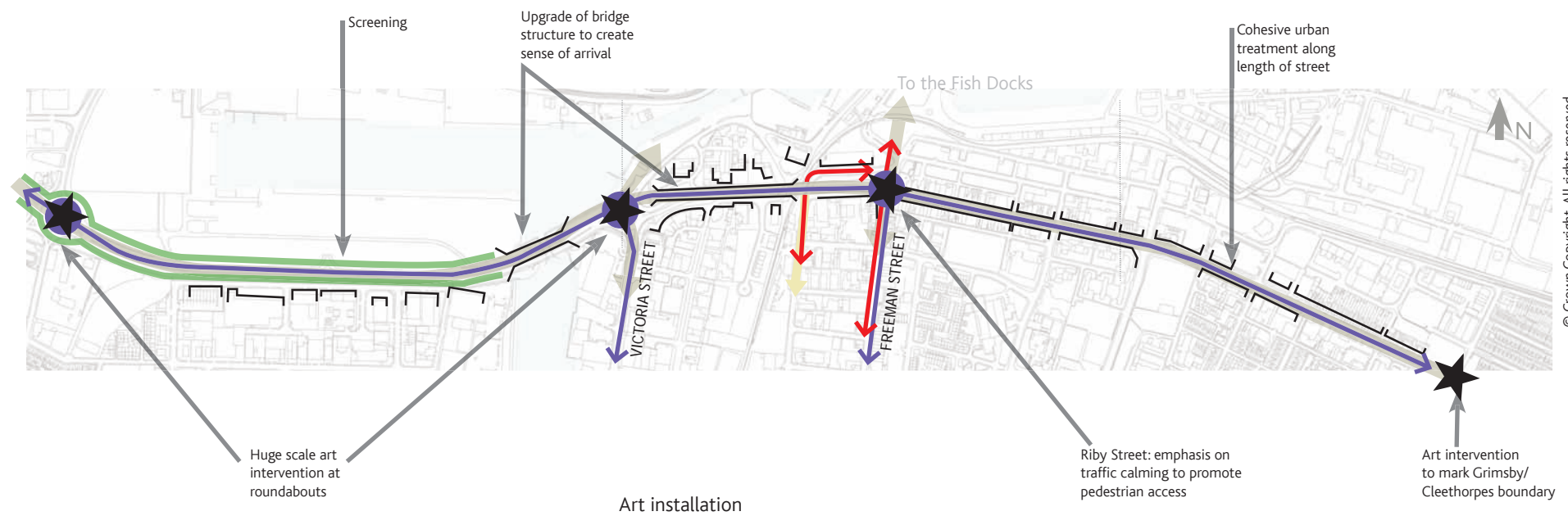


GRIMSBY URBAN REALM PRINCIPLES - CLEETHORPES ROAD/A180 ROAD CORRIDOR

KEY

-  Improved or new building frontages create quality and cohesion along whole street
-  Art installation
-  Key pedestrian routes & gateways
-  Key vehicular routes & gateways
-  Areas of upgrade in urban realm
-  New pedestrian-focused areas
-  Planting to screen industrial areas



The A180 road corridor forms the main arterial route into the urban centre and is the basis on which most first impressions are formed of Grimsby and also of Cleethorpes. It is key that this route is given priority in terms of urban realm improvements.

- Existing industrial areas along Westgate should be screened through planting up of the highway verges with tree avenues and bold shrub planting.
- At each roundabout 'huge scale' art interventions should be introduced to reinforce the sense of place and create gateways into the town centre. Art installations to be located at key junctions with Victoria Street, Freeman St and Pyewipe Road.
- The two bridges across Alexandra Dock and the railway line should be upgraded to provide an exciting sense of arrival to the urban centre, play on the views that these high points provide over the town and to make a feature out of the existing poor quality bridge structure. This upgrade could be through refurbishment or through a stand alone-art installation which transforms the bridges.
- Where Riby Square intersects with Cleethorpes Road, there should be an emphasis on traffic calming to promote pedestrian access between Freeman St and the Fish docks. The urban realm at this point should also aim to create a gateway to Freeman Street.
- A cohesive urban realm treatment should be applied along the length of Cleethorpes Road to unify this long linear space and reinforce its importance as a strategic route. Creation of a strong boulevard treatment through processions of lighting columns or avenues of trees wherever appropriate/feasible.
- The existing urban realm along the Cleethorpes road corridor should be upgraded to create a more pedestrian friendly environment. This should include; Improved pedestrian crossings, shared surfacing within parking lay-bys, better street furniture provision, improved surfacing, new bus stands, reduction in highway signage clutter and shop front improvements.

- The urban realm should be of a standard quality with an emphasis on higher quality treatment at focal points such as junctions and retail areas.

- The boundary between Grimsby and Cleethorpes should be recognised through artwork and/or imaginative signage. This focal point should form a gateway between the town centres. Orientation/reference points should be provided along this very long and straight road.











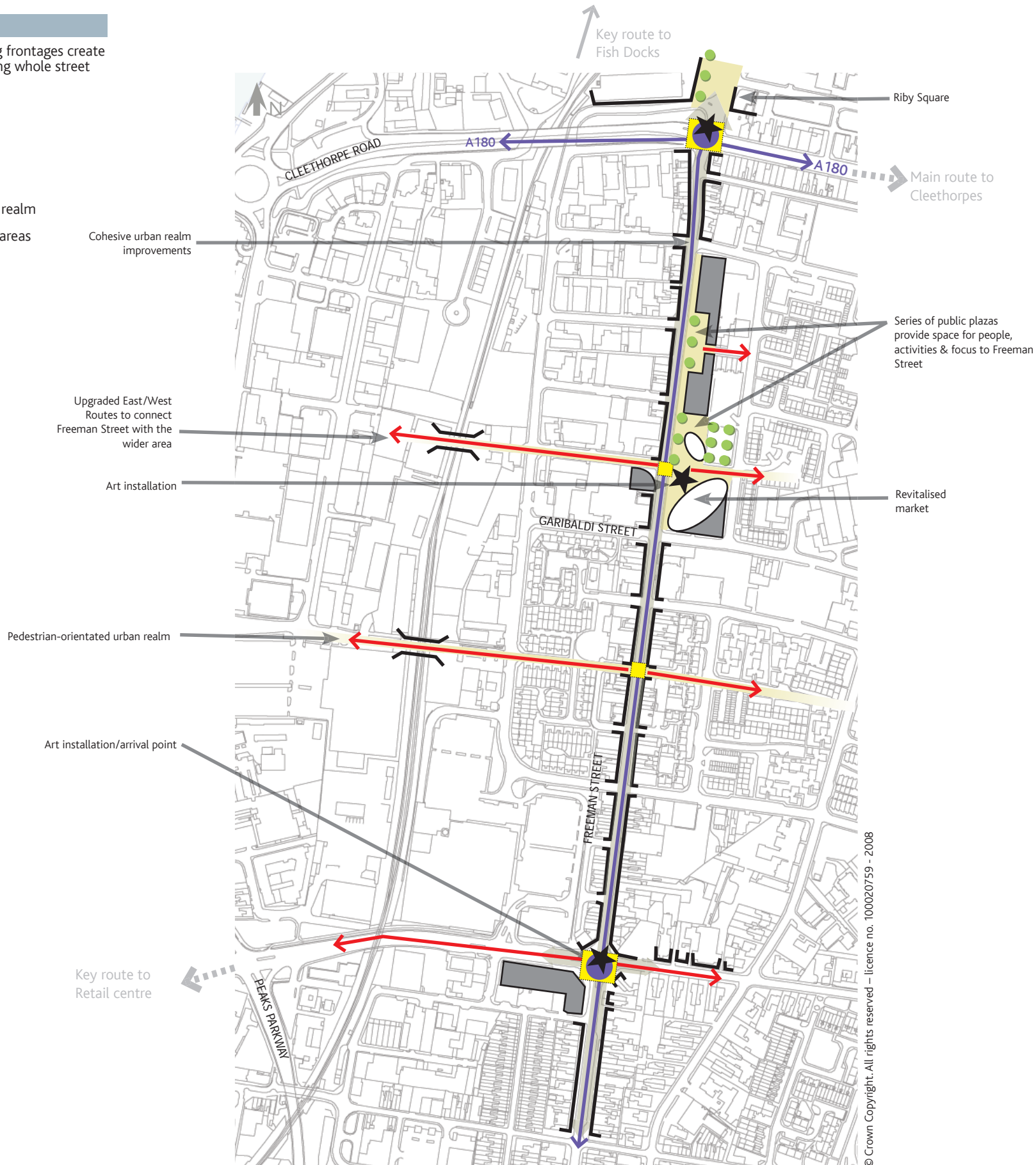
Early Projects/Next Steps

- Bridge Structure - Commission 'Art Installation Competition' for the creation of iconic landmark bridges
- Westgate - Screen Planting of industrial area
- Grimsby/Cleethorpes gateway - Art work and signage installation

GRIMSBY URBAN REALM PRINCIPLES - FREEMAN STREET

KEY

-  Improved or new building frontages create quality and cohesion along whole street
-  Pedestrian crossing
-  Art installation
-  Key pedestrian routes
-  Key vehicular routes
-  Areas of change in urban realm
-  New pedestrian-focused areas
-  Trees



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[Refer to Section 3: Urban Design Framework, pg 59 for more information on the layout and form of the buildings along Freeman Street]



Creation of a high quality 'High Street' environment along Freeman Street that acts as a community centre for the residential neighbourhoods and a vital link between the retail core and the Fish Docks.

There should be an upgrade in quality of the urban realm to reflect the historic importance of the street, its current importance as a key route within the town, and to create a platform for the regeneration of the street.

- Urban realm improvements should include creating a more pedestrian friendly environment through widening of pavements, improved pedestrian crossings, shared surfacing within parking lay-bys, new surfacing to pavements, strengthening the 'street layout', and provision of new street furniture.

- There should be a cohesive urban realm treatment along the length of Freeman Street to emphasise the importance of this street as one linear space. Strong lines of lighting columns or tree boulevards can help create this continuity.

- A new public plaza should be created to provide space for people and activity and to create a focus to the long linear street.

- Focal artwork or artwork that is integral to the urban realm should be encouraged at focal points along the street. The artwork could possibly be themed to reflect the street and the dock's strong heritage.

- The east/west axis between Freeman Street and the residential communities should be upgraded and given pedestrian/cycle priority to create a stronger sense of connection.

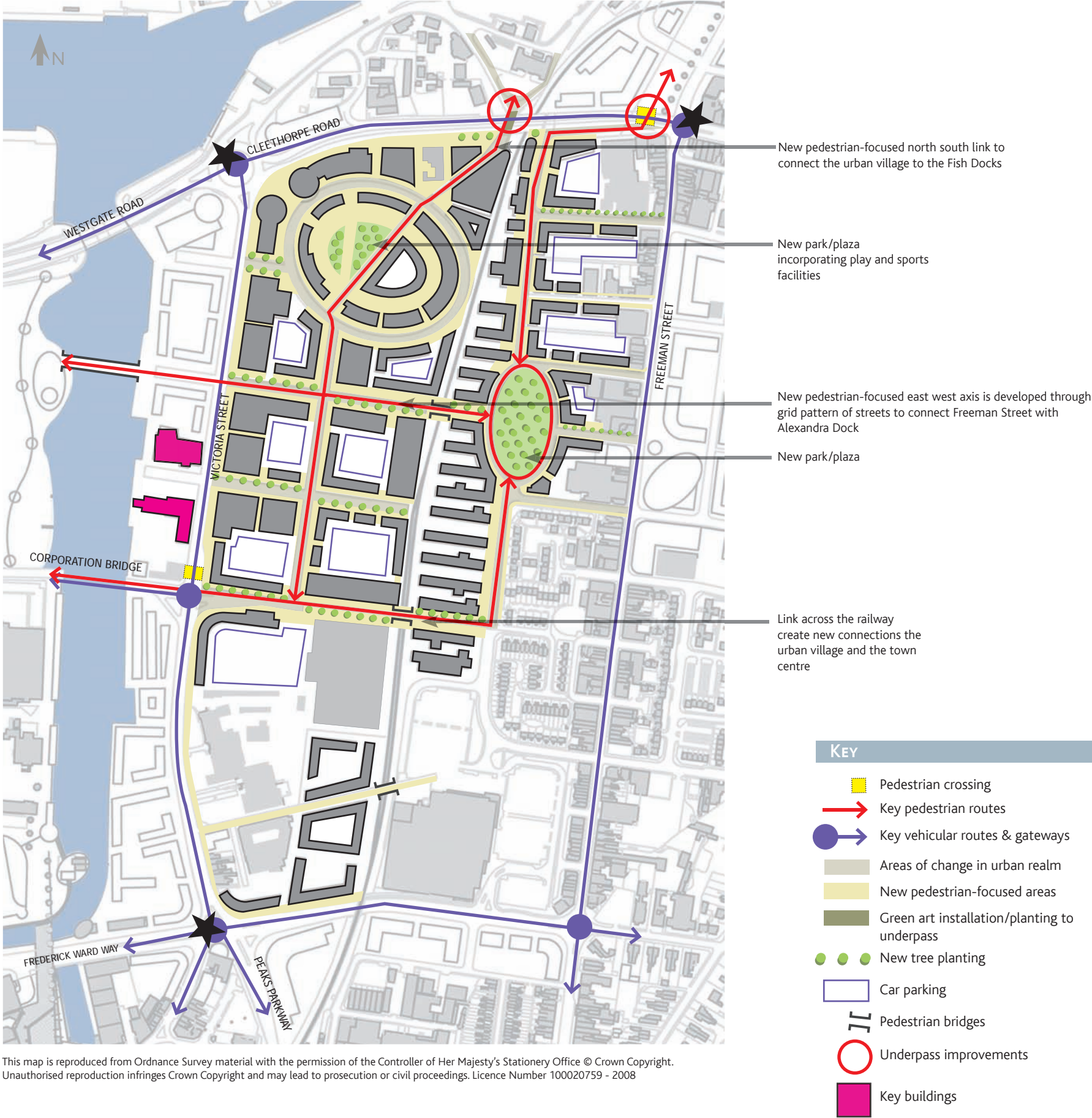
- The urban realm within the existing residential housing areas should be remodelled and consolidated into a more formal and denser urban pattern.

- Formal street pattern created to organise new housing layouts.

- Small pocket parks created with different functions for the community e.g. play areas, community orchards, skate parks, sports pitches.

- Pocket parks interlinked into a wider green network which connect together through dedicated cycle lanes and footpaths.

GRIMSBY URBAN REALM PRINCIPLES - GRIMSBY URBAN MIXED USE AREA



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[Refer to Section 3: Urban Design Framework, pg 58 for more information on the layout and form of the buildings along within the Urban Mixed Use Area]

The Urban Realm will be used to create a framework for the reorganisation and remodelling of the area as a new urban village. The urban realm will be a pedestrian orientated environment that encourages people to get back on the streets and walk.

Urban Realm Principles:

- A formal grid pattern of streets should be created through the development of new streets integrated carefully with the existing road network.

- Integral to this grid pattern is the main pedestrian east-west axis that connects Freeman Street with Alexandra Dock and a north-south pedestrian link that connects the urban village with the Fish Docks.

- Two new pedestrian bridges are proposed across the railway lines on the east-west axis to facilitate this pedestrian movement. These bridges should be seen as elegant landmark structures that contribute positively to the urban realm. The underpass that forms part of the north-south axis should be improved to create a safer more inviting environment. A bold lighting scheme/art installation would lift the existing dark and uninviting area.

- Two central plazas/parks are proposed that acts as a focus to the new community. These should aim to incorporate facilities that promote activity such as play areas/skate park or sports pitches so that it can be used as a resource for the area.

- This area of town will have an inherently larger urban scale and wider streets. The urban realm should respond to this and create strong, bold and simple avenues.

- The urban realm treatment is designated as a standard quality for this area due to its location. However there should be a step-up in quality at focal spaces and activity nodes.

- This area should be pedestrian orientated. The use of shared surfaces on all new roads will reinforce this ethos. On existing roads segregated cycle/footpath should be promoted to provide pleasing pedestrian routes.

- Victoria Street forms one of the main arterial routes for the town and should have a particular emphasis on a strong boulevard treatment. Where the main east-west pedestrian axis cross Victoria Street wide 'at grade' pedestrian crossing should be provided.

- The planting of trees should be encouraged as a general principle along all streets. This 'greening up' of the streets helps create a more human-scale environment, softens the hard urban landscape and defines the zones between vehicles and pedestrians.

- Inevitably car parks will be a necessary component to accommodate businesses, light industry and retail units - where possible this parking should be located to the back of developments out of sight. Car parks should be planted up with tree grids to provides verticality and structure to any expanse of tarmac.



Early Projects/Next Steps

- Victoria Road - Urban Realm Improvements
- New Pedestrian Bridges across railway line
- Market Street (adjacent to Tesco's) - upgrade urban realm to create first east-west avenue

