



URBAN CENTRES **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

"Re-defining a Victorian seaside town and resort"



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CLEETHORPES URBAN REALM STRATEGY - INTRODUCTION

Cleethorpes town centre for the most part is an attractive, pleasant, welcoming and a cheery place to visit. However the decline in our seaside resorts nationally has inevitably had some impact on Cleethorpes leaving the resort a little tired in places and in need of renewed vigour and vitality.

The resort is stretched over a long distance and the effects of the changing dynamics of the resort are most noticeable at the extremities to the north and the south. North Promenade is in desperate need of a rethink whilst Lakeside needs continued investment to firm up its function and clarify the landscape character.

The linearity of the resort creates a lack of cohesion between its various parts, and there appears to be a real separation between the local town centre and the tourist resort area.

This chapter sets out the principles for re-establishing a high quality urban realm that stitches the resort together and creating not only a vibrant tourist destination, but also a great place to live and work for the local communities. Cleethorpes has the potential to be a great place to visit and an even better place to live.

[Refer to Section 2 - Overview of North East Lincolnshire, pg 32 for more detailed analysis of Cleethorpes urban centre]

CLEETHORPES - ZONES

The urban realm of Cleethorpes is focused along the Humber Estuary, capitalising on the dramatic landscape setting. It has a series of distinctive segments in terms of character and development potential. Each 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 segment' and a 'collective part' of the town.

The town centre has been sub divided into the following urban realm areas:

- The Retail Loop
- Pier Gardens and Central Promenade
- Kings Parade
- North Promenade
- Lakeside and Arena
- Grimsby Road

Pier Gardens and Central Promenade focuses on strengthening, consolidating and enhancing the landscape character and tourist offer at the heart of the resort and creating a landmark new space.

The retail core is about upgrading the quality of the urban environment and creating a more pedestrian orientated retail core whilst improving linkage to the waterfront.

North Promenade is about re-inventing as an entirely new place to live and linking spaces to the rest of the town.

Lakeside and Arena is about continuing investment as an events venue whilst clarifying the landscape function.

Grimsby Road is about improving first impressions and a sense of arrival to the town.

The main principle that underpins the urban realm strategy for Cleethorpes is linking all these parts together and creating a strong coherent landscape corridor along the waterfront.

CLEETHORPES - 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. In Cleethorpes' case, this is stitching the town centre to the waterfront and the disparate waterfront tourist destinations. This network forms the arteries of the town centre which facilitates movement, activity and connectivity. All new developments should look to contribute to the network. 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 tourist and locals.
2. Streets - the linear routeways which connect these focal spaces and the other destinations within the town.

Spaces

The main focus to the urban realm within the town centre is along the waterfront. A combination of both existing and proposed spaces form a resources for both the local residents and tourists:

1. Dolphin Square - a new primary space for Cleethorpes, a large plaza that is the resort gateway to the sea that can accommodate events and tourist attractions.
2. Market Square - a pedestrian focus for the space to provide a proper 'market square', alfresco wining and dining and a vital link space between the retail centre and the resort area.
3. Pier Gardens - retain the existing formal park that is at the heart of the town and the community.
4. Sea View Street - a new small plaza that acts as a gateway and connecting space between Sea View Street and the resort area.
5. Lakeside - a naturalistic style park that balances ecology and wildlife with education/art and tourism.
6. Station Plaza - a new gateway space for rail travellers.
7. North Promenade - creation of a new residential area.

Pedestrian Routes

Due to the spread-out nature of the resort it is vitally important that it is easy to get around and people can orientate themselves. To promote this, the urban realm must provide convenient, safe and pleasant routes to encourage people to move around experience more of the town.

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 the retail centre and the resort area
- Coastal route that links all the promenades together and link Cleethorpes with Grimsby
- East West links across the railway line to make North promenade and the seafront more accessible
- Link from the railway station to Dolphin Square and the town centre
- Link between St Peter Avenue and Sea View Street
- Links between Lakeside and the seafront
- Links between Pier Gardens and Central Promenade

Cycle Network

Due to the relatively flat topography of Cleethorpes there is 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 path and segregated cycle ways.

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:

- Coastal route that links all the promenades together and links Cleethorpes with Grimsby.
- Link between the town centre and the suburbs along Grimsby Road, Clee Road and Taylors Avenue.
- Link along Kings Road between Lakeside/the Arena/caravan park and the town centre.

SPACE NETWORK PLAN

Cleethorpes Central



KEY

- Strategic Pedestrian Routes
- Strategic Cycle Routes
- Existing Pedestrian Orientated Spaces
- Proposed Pedestrian Orientated Spaces
- Urban Realm Improvements
- Proposed Plazas and Open Spaces

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CLEETHORPES - LEGIBILITY

A key component of the Urban Realm Strategy for Cleethorpes 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.

Cleethorpes has a rich history, a strong sense of community and a distinctive coastal setting with which to draw from and this should be played upon at every opportunity.

Landmarks can be articulated in a number of forms, through 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.

In fact, landmarks can play an additional role in a seaside resort, they can be part of the offer and an attraction in their own right.

Existing landmarks should be retained and enhanced where necessary to celebrate the feature. For example this should include the refurbishment of the Pier.

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.

The waterfront creates a bold landscape setting area. This strong feature should be played upon as a unique feature in its own right within the town, after all, the coast is why people come to Cleethorpes.

Gateways

Gateways denote the point of arrival to a place and again aid in the creation of a legible environment. The sense of arrival into Cleethorpes along Grimsby Road is currently underwhelming and so a large art installation is proposed on Isaac Hill Roundabout.

The pedestrian gateways along the seafront are also underwhelming. A series of new structures are proposed along Central Promenade to provide landmarks along the water front. These structures are quite bold to compete with the openness and scale of the coast and are functional as well as sculptural.

Vehicular gateways would 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.

Key signage and gateways should be established on all routes into the town to encourage alternative routes into the resort during peak days.

Views

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

- The arrival view of the coast as you turn onto Alexandra Road from High Street - the first glimpse of the sea.
- View from Alexandra Road and Pier Gardens out over the Humber Estuary.
- View from High Cliff junction out over Pier Gardens and the Humber Estuary.

LEGIBILITY PLAN

Cleethorpes Central



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CLEETHORPES - URBAN REALM HIERARCHY

Hierarchy of Quality

A 'step change' in quality of the Urban Realm for Cleethorpes 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 Cleethorpes 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 achieve 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 Cleethorpes Urban Realm has been graded, in terms of its order or priority of quality and importance, into the following categories:

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 aspirational status.

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.

It also 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.

COST HIERARCHY

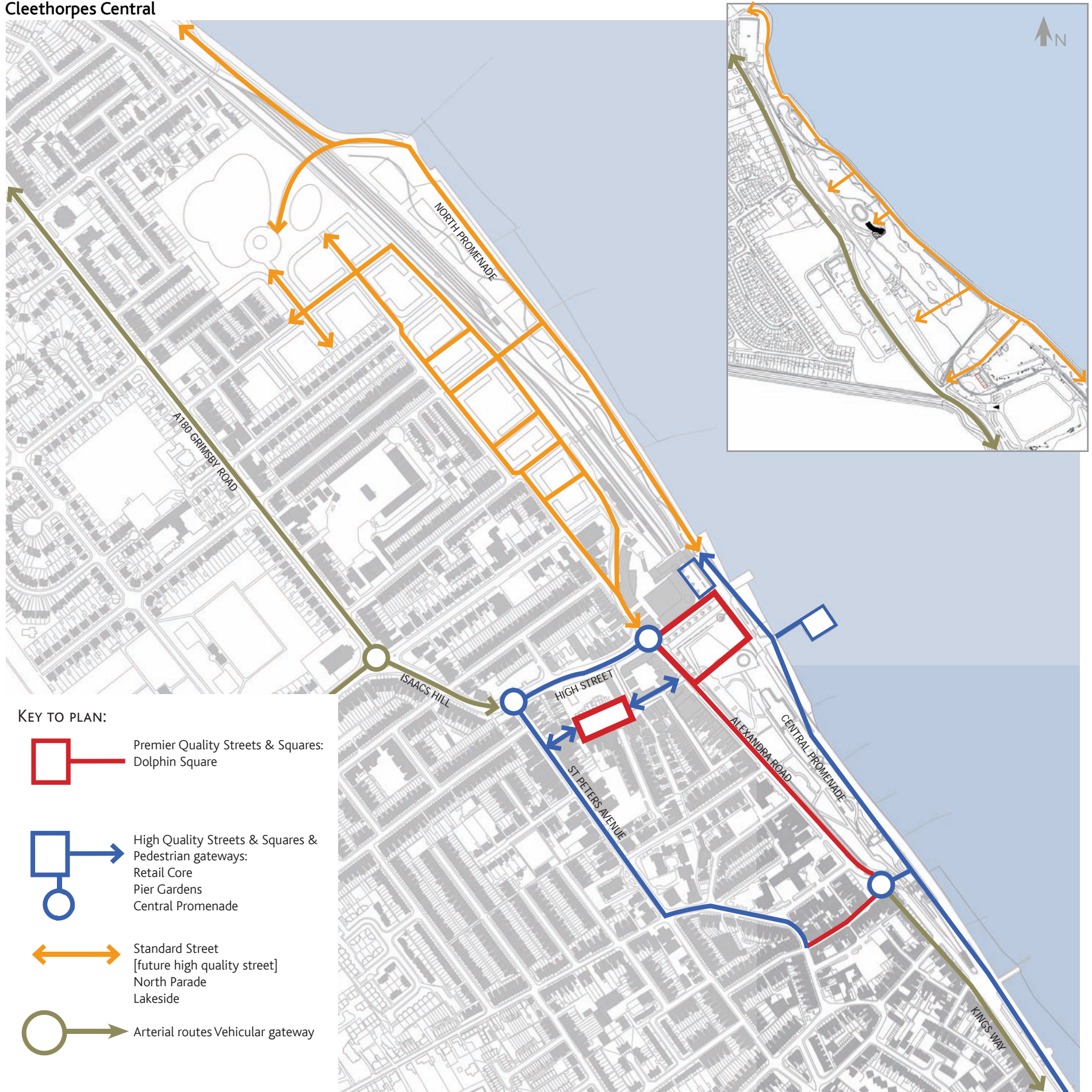
Quality Hierarchy	Streetscape	Squares and focal spaces
Standard Quality	£100-300 per sqm	£200-300 per sqm
High Quality	£300-500 per sqm	£400-600 per sqm
Premier Quality	£500-900 per sqm	£600-900 per sqm

Inherent to the quality hierarchy are varying levels of investment needed to achieve a particular standard. This 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.


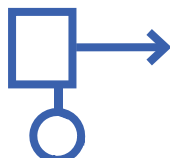


CLEETHORPES URBAN REALM HIERARCHY

Cleethorpes Central

Lakeside



KEY TO PLAN:

-  Premier Quality Streets & Squares:
Dolphin Square
-  High Quality Streets & Squares & Pedestrian gateways:
Retail Core
Pier Gardens
Central Promenade
-  Standard Street
[future high quality street]
North Parade
Lakeside
-  Arterial routes Vehicular gateway

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CLEETHORPES OVERVIEW - SUMMARY OF URBAN REALM ELEMENTS

	Surface Materials	Street Furniture	Lighting	Signage
Premier Quality	<p>Sandstone 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>Predominantly matt black steel/cast iron and timber palette. Off the shelf and bespoke elements; frequent use of street furniture elements; Careful introduction and integration of other materials where appropriate</p>	<p>Dolphin Square & Market Square: 1. Within key spaces use lighting columns to organise space or encourage building mounted/suspended lighting; 2. If building mounted lighting used, then compliment lighting levels with pedestrian scale columns on key routes, height 6-8m</p> <p>Vehicular spaces - St Peters Avenue, High Street, Alexandra Road: Strong avenue of lighting columns. Height 8-10m; accent lighting at focal points and spaces</p> <p>Pedestrian orientated spaces - Sea View Street: Pedestrian scale avenue of lighting columns. Height 6-8m; Within key spaces use lighting columns to organise space or encourage building mounted/suspended lighting</p> <p>Accent lighting within focal points and spaces</p>	<p>Remove highway signage and road markings in key spaces</p> <p>Information/interpretation boards to be located at key pedestrian spaces/arrival points to provide information on history, culture, wildlife, key views, and getting around Cleethorpes</p> <p>Finger posts located at all junctions of major pedestrian routes</p> <p>Consider development of leaflets on interpretation/cultural/wildlife trails around the resort</p>
High Quality	<p>Vehicular spaces: Concrete slabs on pavement; Tarmac in roadway Wide granite kerbs; Premier quality materials at focal points</p> <p>Pedestrian orientated spaces: Concrete paving slabs on pavement; Wide granite kerbs; Concrete Setts in roadway/shared surfaces</p> <p>Premier quality materials at focal points Large concrete slabs with exposed polished aggregate along waterfront areas</p>	<p>Predominantly matt black steel/cast iron and timber palette; off the shelf elements; moderate usage at focal points and spaces</p> <p>More intensive use of street furniture along Central Promenade and Kings Parade.</p>	<p>Railway Station forecourt: 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</p>	<p>Minimise highway signage and road markings- reduce clutter and vehicular orientation</p> <p>Information/interpretation boards to be located within key pedestrian spaces and arrival points</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; Concrete setts at focal points and pedestrian crossings</p> <p>Pedestrian orientated spaces: Resin Bound gravel surface on pavement and road surface; Wide granite kerbs Concrete setts at focal points</p>	<p>Predominantly matt black steel/cast iron and timber palette; off the shelf elements; located sparingly only at focal points and spaces.</p> <p>More use of rustic style timber furniture in Lakeside area</p>	<p>North Promenade & Lakeside: Pedestrian scale avenue of lighting columns. Height 6-8m</p> <p>Possible 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> <p>Orientation theme for information/interpretation boards and fingerposts to be developed for Lakeside area</p>
Arterial Routes	<p>Tarmac pavements and road surface Wide granite kerbs along routes with retail focus, wide concrete kerbs on wider road network; concrete setts at focal points and pedestrian crossings</p>	<p>Predominantly matt black steel/cast iron and timber palette; off the shelf elements; located sparingly only at focal points and along areas that have retail focus</p>	<p>Grimsby Road & Kings Road: Strong avenue of lighting columns. Height 10-12m</p>	<p>Minimise highway signage and road markings</p> <p>Finger posts located at junction of major pedestrian routes</p> <p>Improve gateway signage into Cleethorpes to welcome visitors</p>

Trees and Planting	Public Art	Water	Shelters and Climate	Management & Maintenance
<p>Promote avenues of tree planting at every opportunity</p> <p>Retain and create new large bold swathes of floral displays to promote 'Britain in Bloom' campaign</p>	<p>Large focal art installation within key spaces - Dolphin Square and Market Square</p> <p>Integral artwork incorporated within surfacing, street furniture and lighting elements</p> <p>Temporary art installations and performance-based art</p>	<p>Introduce water features in key spaces - Dolphin Square and Market Square</p>	<p>Possible canopy structures to provide covered seating areas along waterfront</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>Retain and create new large bold swathes of floral displays to promote 'Britain in Bloom' campaign in key focal/gateway pedestrian spaces</p> <p>Promote a hanging baskets and planter strategy along key streets either on lighting columns or building frontages</p> <p>Retain maintained lawn area in Pier Gardens and Kings Parade</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>Not applicable</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/vehicular routes</p> <p>Tree grids to be incorporated within carparks</p> <p>Simple lawned areas with trees to be adopted along North Promenade</p> <p>Naturalistic style and native planting species to be introduced with Lakeside</p>	<p>Small scale art pieces and integral artwork incorporated into landscape setting of Lakeside and North Promenade</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>Promote a hanging baskets and planter strategy along key routes either on lighting columns or building frontages</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]