

# CLEETHORPES URBAN REALM PRINCIPLES - RETAIL CORE

St Peters Avenue, High Street, Alexandra Road & Sea View Street

**Creation of a retail loop that ties together the town centre amenities, links the town centre to the resort area and creates an improved pedestrian experience within the retail area.**

## Urban Realm Principles:

- The existing urban realm should be upgraded along the main streets to create a higher quality environment and to reinforce the importance of these streets. To provide legibility to the retail loop concept, a cohesive urban realm treatment should be applied to these streets so that they have a similar feel.
- These streets should be more pedestrian-orientated through the widening of pavements, wide pedestrian crossings and shared surfaces. St Peters Avenue and Alexandra Street would benefit from resurfacing of the parking lay-bys to create the effect of an 'extended pavement' that can be used as such when cars are not parked.
- Sea View Street should have a more pedestrianised feel with a shared high quality surface finish to encourage surrounding uses to spill out onto the street such as cafes, flower stalls etc. Consideration should be given to pedestrianising Sea View Street throughout part of the day to create a pedestrian-friendly environment.
- At the head of Sea View Street the existing car park should be rationalised to create a small plaza. This space has a prominent, high location and is an

ideal space where people can sit and relax and look out over Pier Gardens and the coast. The space will also act as a gateway to Sea View Street, which is currently tucked away from the main tourist activities.

- To provide the platform of a retail loop, the upgraded urban realm should extend along Cambridge Street to connect St Peters Avenue with Sea View Street.
- The junction of High Street and St Peters Avenue forms the gateway and arrival point to the town and therefore should have a high quality focus to the urban realm and possible artwork.

## Market Square

- The Market Square provides the opportunity to create a 'stepping stone' space that links the resort area with the local high street and also provide a focal space for weekly markets and cafes/restaurants to spill out onto.
- The square should focus on a strong pedestrian link between Alexandra Street and St Peters Avenue. A wide, uninterrupted pedestrian pavement should be created that runs right through the square and out on either side. This wide pavement could be incorporated with a wider space that can be used as spill out spaces for cafes and bars. Consideration should be given to pedestrianising for a part of the day to create a pedestrian-friendly environment.



- The square should maintain vehicular access but reduce the impact of highway through the use of a shared surface approach. Rationalisation of the parking layout to create more effective and useable space for pedestrians and surrounding retail units should also be considered.

- Either end of Market Street should be pedestrianised with a one way vehicular loop access maintained along Osbourne Street and Cross Street.

- The square currently has no focus to it. Placing a focal art installation or water feature at the centre of the square would add interest to the urban realm and create a landmark on the axis with surrounding streets.

- The space is currently very 'hard' and would benefit from an avenue of trees and planting to soften the space.

*[Refer to Section 3: Urban Design Framework, pg 74 for more information on the layout and form of the buildings within the retail core]*



# CLEETHORPES URBAN REALM PRINCIPLES - PIER GARDENS AND CENTRAL PROMENADE:

Re-invigorate and strengthen the character the traditional Cleethorpes Sea front and Park with a modern twist

## PIER GARDENS

### Urban Realm Principles:

- Pier Gardens is a high quality space that is central to the town both physically and emotionally - a green, tranquil area that evokes a real sense of pride for its inhabitants. The current layout should be sensitively refurbished to reinforce the formal and bold structure of the garden. Within the formal structure there should be an emphasis on plenty of seating areas and activities such as boules, bowls and crazy golf.
- Ross Castle has been repaired, therefore the urban realm and topography around the fort should be reorganised to make a prominent feature of this historic element, through new retaining walls, walkways and lighting.
- The gardens should be as accessible as possible from both Central Promenade and Alexandra Road, with access onto Alexandra Road being improved via long lengths of steps instead of retaining walls.
- The urban realm treatment should be of a high quality and be complimentary and respectful of the traditional Victorian style.
- Build on the 'Britain in Bloom concept' and create bold swathes of formal planting areas.

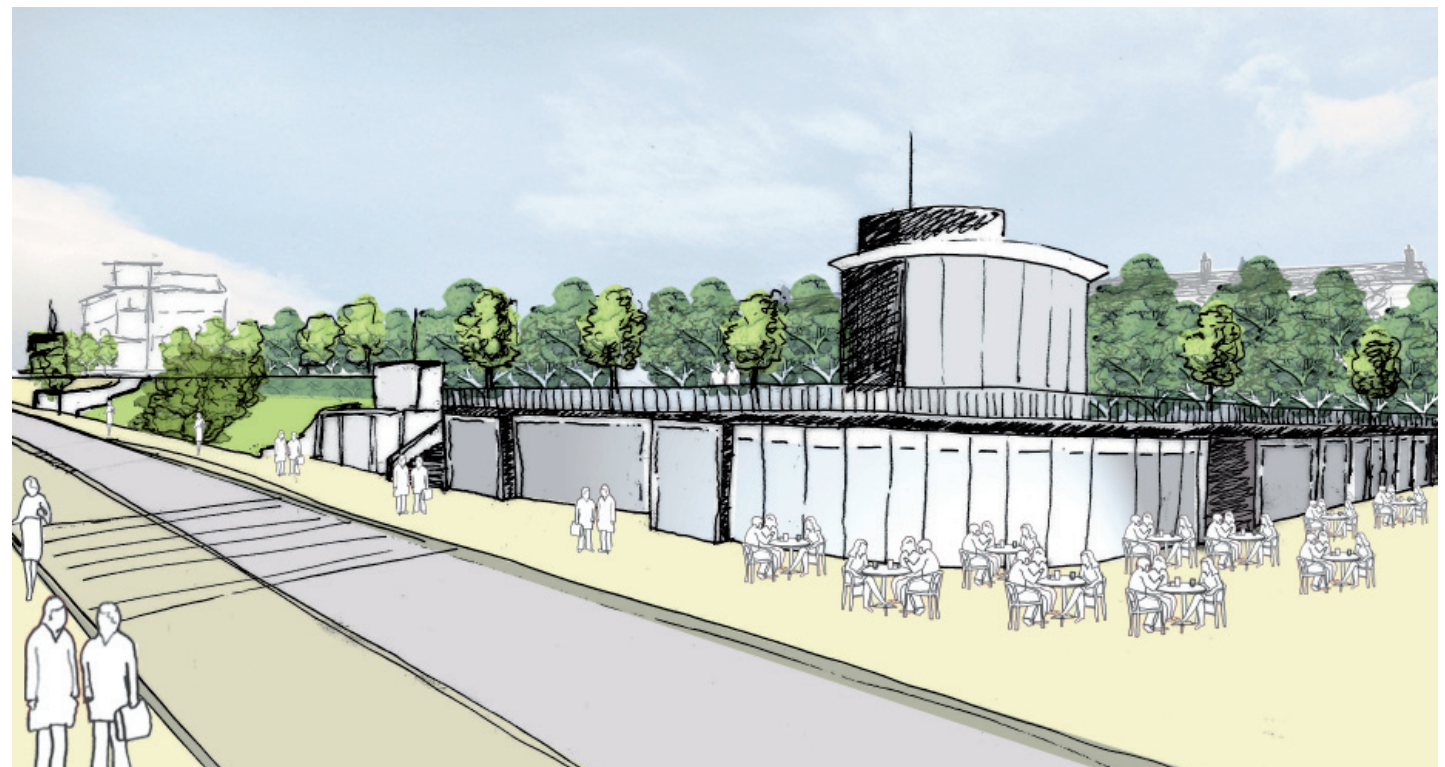
## CENTRAL PROMENADE:

### Urban Realm Principles

- The promenade should be developed as a pedestrian-orientated space. Although vehicular access and parking numbers should not be altered, the impact of the road could be reduced by the introduction of shared surfaces and different materials within the road. The promenade should be resurfaced using a durable and robust yet elegant surface material.
- The wall structure and railing should be upgraded to create a high quality edge between the beach and land.
- The urban realm treatment should be of a high quality and be complimentary to the original Victorian style.
- The pier should be refurbished and reinforced as a focus to the resort. The introduction of light or art installations are recommended to highlight the distinctive structure.
- There should be a greater provision of street furniture, in particular more seating.
- There should be greater access down onto the beach from the promenade.

## Early Projects/ Next Steps

- Dolphin Square
- Refurbish Central Promenade and Pier Gardens
- Market Square urban realm improvements
- Urban realm improvements to retail loop





- KEY**
1. Cleethorpes Train Station
  2. Secondary plaza/link space between railway station and Dolphin Square/wider town centre
  3. Dolphin Square - high quality new plaza becomes focal point of the resort
  4. Pier Gardens forms roof garden above promenade arcades
  5. Regular pedestrian crossings
  6. Sea View Street pedestrianised with new plaza at head of street
  7. Market Square redeveloped to become a key public space with a pedestrian-orientated urban realm

- KEY**
- ★ Art installation
  - Key pedestrian routes & gateways
  - Key vehicular routes & gateways
  - ▭ Areas of upgrade in urban realm
  - ▭ New pedestrian-focused areas
  - ▭ Wide pedestrian crossings
  - ▭ New development
  - New tree planting
  - ▭ Car park

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[Refer to Section 3: Urban Design Framework, pg 80 for more information on the layout and form of the buildings along the Central Promenade]

# CLEETHORPES URBAN REALM PRINCIPLES - DOLPHIN SQUARE

## Creation of a new plaza that acts as a tourist destination and arrival point for the resort - the gateway to the sea.

Dolphin Square is a vitally important space for Cleethorpes. It is the first impression of the resort for people arriving by car, bus and rail and has the potential to become an icon space for the town.

### Urban Realm Principles - Dolphin Square:

The new plaza will be framed and enclosed by new development (see Section 3:Urban Design Framework)[1]. This development also provides active edges that will encourage activity to spill out onto new space.

The new leisure unit on the southern edge of the square will have a roof garden that forms an extension of Pier Gardens.[3] This elevated plaza provides panoramic views over the estuary and provides the opportunity for a large seating area. The structure of the building below can punch through the roof garden level to create a pavilion style structure/building- this could either form a covered seating area or a band stand or a of kiosk. [4]

- The main plaza should provide a large flexible space which can accommodate a wide variety of events and activities. [2]
- A secondary link space should be created between Dolphin Square and the railway station. This space provides a high quality arrival point for rail passengers and a legible route into the main resort. This space should be distinctive from the main plaza, but still contribute to the overall space. This secondary space should be designed around pedestrian movement. [5]
- Consideration should be given to how Dolphin Square relates to the Pier. Improvements to the surface material and how the pier adjoins the land should be explored so that the space flows into one another and encourages better connection between the two. [6]
- Pier Gardens to be refurbished. [7]
- Central Promenade will retain vehicle access as at present but will have a pedestrian calmed area between Dolphin Square and the waterfront to allow pedestrian priority and accessibility to the beach area. [8]
- The sloping topography of Dolphin Square should be used to shape the layout of the plaza and create a unique feature of the change in level. The design of the space will also need to incorporate ramps as an inclusive element of the scheme. [9]
- The plaza should provide plenty of opportunities for informal and formal seating that faces onto the square and also out onto the estuary. [10]
- Vehicular access to the promenade should be segregated from the pedestrian plaza to create a large, open space that is people-orientated. The existing bus stands should be retained as a key element within the space providing good public transport access, but should be relocated to facilitate a large pedestrian space. [11]

- The vehicular routes around the new square should be traffic calmed with more emphasis on pedestrian priority. It is proposed that the road surface is upgraded to appear more as a shared surface. [12]

- The visual axis between Dolphin Square, the pier and the open views to the sea should be maintained and framed as part of the design. This axis could be further reinforced through an possible avenues of lighting columns, structures or artwork. [13]

- The plaza should incorporate a large art installation/water feature on the axis with the stairway that run along the Central Promenade. [14]

- The urban realm should use an exemplar quality of materials, street furniture and detailing.

- The existing buildings along the waterfront could be removed to open up the space and create seating areas and allow uninterrupted views out over the Humber Estuary. [15]

Dolphin Square will be a large open space to create a strong connection with the dramatic landscape setting. To soften this large paved square avenues of trees are proposed as a backdrop and to frame the space. These are situated around the perimeter of the square. Also formal planting beds could be introduced into the square to create a more intimate human scale feel. [16]

Existing wildlife area to be retained. [17]

### Urban Realm Principles - Kings Parade:

- The promenade should be upgraded with the same treatment as the central promenade so that the two promenades read as one element and form a cohesive surface treatment. The vehicular junction at High Cliff Road should be reconfigured so that the pedestrian promenade is uninterrupted.

- The traditional layout of the planting beds and landscape buffer should be retained and maintained to its current standard as this is an important landscape feature and defines the character of this part of the sea front.

- The appearance of the sea wall should be improved through a simple cladding and coping detail.

- There should be a greater provision of street furniture, in particular more seating.

- A more joined up thinking approach is required for how the promenade is lit both in terms of amenity and decorative lighting to avoid the forest of columns that currently exist.

- There should be greater access down onto the beach from the promenade.

# DESIGN PROPOSALS FOR DOLPHIN SQUARE



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[Refer to Section 3: Urban Design Framework, pg 80 for more information on the layout and form of the buildings along the around Dolphin Square]