



# URBAN CENTRES 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

"Creating a new heart for a community"



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# IMMINGHAM URBAN REALM STRATEGY - INTRODUCTION

Immingham as a place is inextricably linked to the industrial port. On the one hand the striking spires of the chimney stacks form a dramatic and distinctive landscape setting for the town, and are a symbol of prosperity and jobs for the area, but on the other the port is an eyesore that overshadows and undermines the character of the place and wider landscape.

For the most part Immingham is a pleasant green suburban place. Immingham does however, have two areas that in desperate need of re-invention. Firstly, the existing retail centre - The Kennedy Way Shopping centre, provides a very poor, uninviting, unattractive and run down urban realm environment that doesn't have the quality that retail centre demands; and secondly the strip of commercial/industrial land that flanks Kings Road/Manby Road which also has a very poor character and creates a negative impression of the town on arrival.

This chapter sets out the principles for re-establishing a high quality urban realm within these two priority areas to create a new focus to the town centre and a new gateway into the town.

*[Refer to Section 2: Overview of North East Lincolnshire, pg 36 for more detailed analysis of Immingham urban centre]*

## IMMINGHAM OVERVIEW

Immingham mostly comprises of residential suburbs that will be covered within the Boroughwide-suburbs section within the Urban Design Framework *[Refer to Section 3: Urban Design Framework, pg 96 for design guidance on the suburbs]*. Within this section the main focus is on the two main areas of reinvention that are the focus for the town, these have been categorised as :

- The Retail Heart
- The Commercial Gateway

The Retail Heart promotes the development of a new shopping area around a more conventional 'High Street'. A place that is vibrant, inviting, safe, accessible, useable day and night and well connected to the surrounding suburbs.

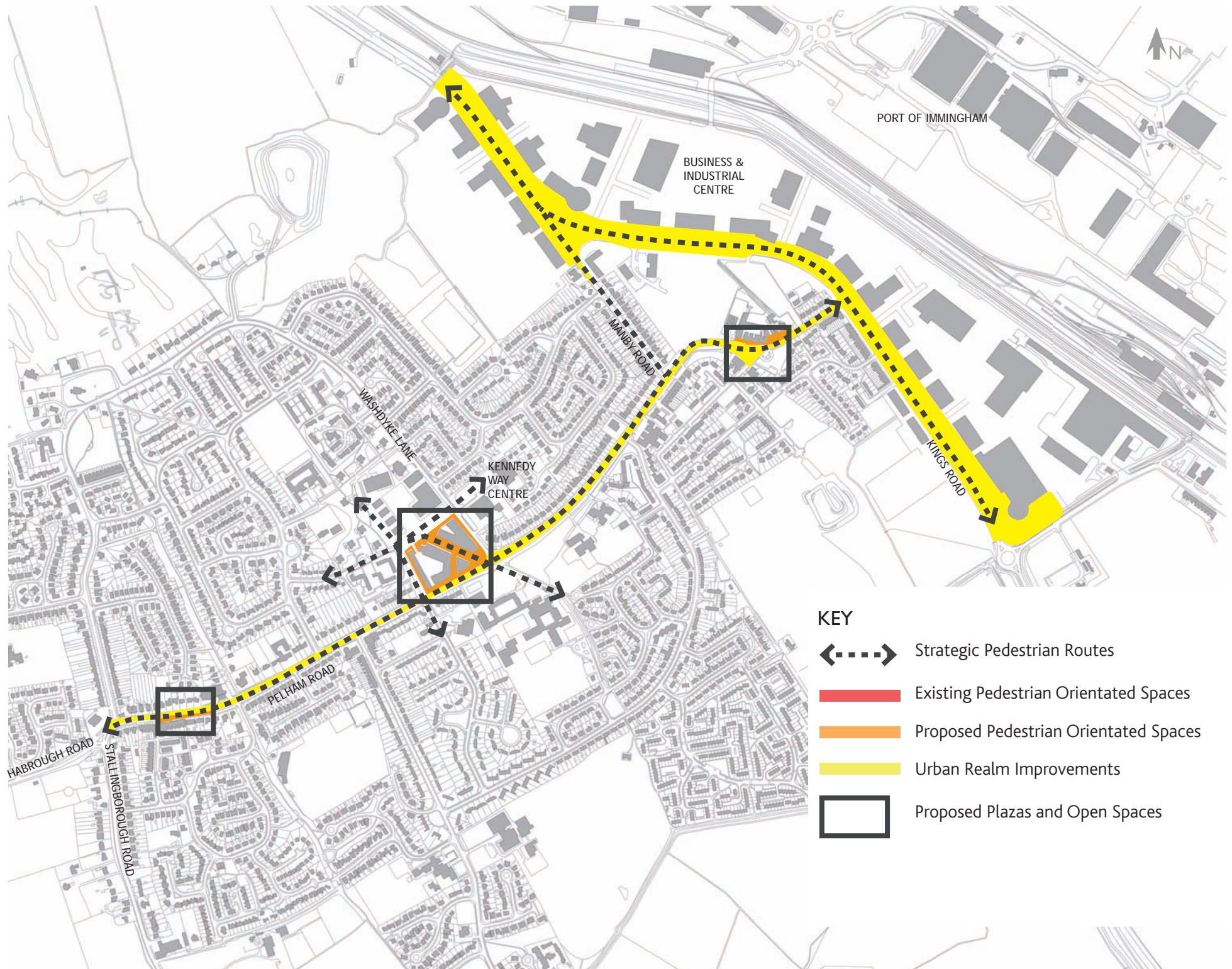
The Commercial Gateway proposes a high quality landscape setting for new development, a new landscape buffer between the town and the industrial port area, and a high quality gateway for the town.

# IMMINGHAM OVERVIEW - SPACE NETWORK

The main focus for new urban realm is in conjunction with the new retail centre. A high quality new 'High Street' that will facilitate an active and vibrant shopping area both day and night

The local secondary shopping centres at either end of Pelham Road should incorporate urban realm improvements to ensure the continued success of these areas and create a pleasant environment.

Strategic pedestrian/cycle routes are proposed along Pelham Road and Kings Road/Manby Road to link together the new retail centre with the local shopping areas and residential suburbs, and the town with the new commercial gateway. These wide green boulevards provide the opportunity for segregated pedestrian footpaths and cycle lanes. The main urban realm improvements for the town are proposed along these corridors as part of this pedestrian and cycle network.



# IMMINGHAM OVERVIEW - LEGIBILITY

Immingham is a small town and so is reasonably easy to navigate. However there is the opportunity to improve the legibility of the town and improve first impressions by strengthening the character of key components within it, these are as follows:

Gateways are proposed at the key junctions/roundabouts at either end of Pelham Road and along Kings Road/Manby Road. These gateways provide an improved arrival experience to the town.

Avenues of trees are proposed along Pelham Road and Kings Road/Manby Road to reinforce the significance of these corridors as important vehicular and pedestrian routes within the town.

A few, strategically placed landmark buildings should be developed to reinforce focal points within the town and improve first impressions of the town. These should be located at the new retail centre and at either end of the commercial gateway scheme.

The Freshney Forest concept should be developed to provide strong belts of tree planting around the commercial gateway. This will create a clear landscape buffer and distinction between the town and the port.



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# IMMINGHAM OVERVIEW - URBAN REALM HIERARCHY

The new 'High Street' should be where the main focus of quality should be introduced to reinforce this as the centre of the town - a high quality of materials is proposed here.

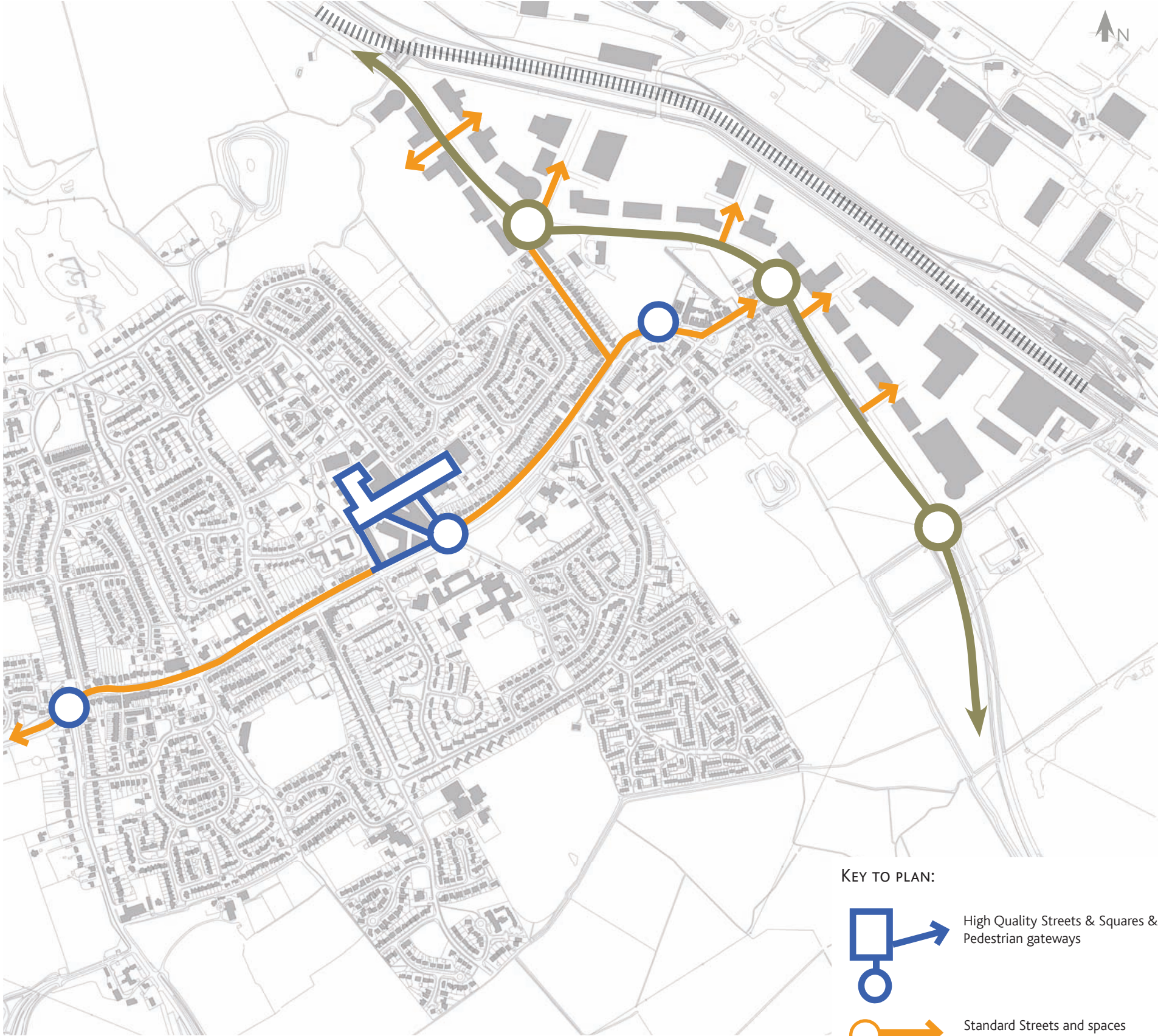
The area immediately adjacent to the new retail centre should have a high quality treatment. The secondary local centres should also have a high quality treatment. Along Pelham Road there should be a standard quality treatment. Along Kings Road/Manby Road a standard quality of treatment is sufficient but with an emphasis on strong avenues of trees and lighting columns.

## COST HIERARCHY

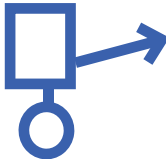


| Quality Hierarchy | Streetscape      | Squares and focal spaces |
|-------------------|------------------|--------------------------|
| Standard Quality  | £100-300 per sqm | £200-300 per sqm         |
| High Quality      | £300-500 per sqm | £400-600 per sqm         |
| Premier Quality   | £500-900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



KEY TO PLAN:

-  High Quality Streets & Squares & Pedestrian gateways
-  Standard Streets and spaces [future high quality street]
-  Arterial routes Vehicular gateway

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# IMMINGHAM OVERVIEW - SUMMARY OF URBAN REALM ELEMENTS

|                  | Surface Materials   | Street Furniture  | Lighting  | Signage   |
|------------------|---|---|---|---|
| High Quality     | Sandstone slabs on pavement; concrete setts in roadway/shared surfaces<br>Wide concrete kerbs   | Stainless Steel palette; off the shelf elements, plenty of seating to be provided within the new shopping centre                  | Strong avenue of lighting columns. Height 8-10m; accent lighting at focal points and spaces<br><br>Pedestrian orientated spaces- New 'High Street':<br>Either building mounted or pedestrian scale avenue of lighting columns. Height 6-8m<br><br>Accent lighting at focal points along High Street | Minimise highway signage reduce clutter and vehicular orientation<br><br>Finger posts located at junction of major pedestrian routes                    |
| Standard Quality | Vehicular spaces:<br>Tarmac pavements and road surface; wide concrete kerb<br>Concrete setts at focal points and detailing<br><br>Pedestrian orientated spaces:<br>Resin Bound gravel surface on pavement and road surface; Wide concrete kerbs<br>Concrete setts at focal points | Stainless Steel palette; off the shelf elements; located sparingly only at focal points - secondary retail centres on Pelham Road | Pelham Road:<br>Strong avenue of lighting columns. Height 8-10m   | Minimise highway signage and road markings- reduce clutter and vehicular orientation<br><br>Finger posts located at junction of major pedestrian routes |
| Arterial Routes  | Tarmac pavements and road surface<br>Wide concrete kerbs; Concrete setts at focal points  | Stainless Steel palette; off the shelf elements; located sparingly only at focal points   | Manby Road & Kings Road:<br>Strong avenue of lighting columns. Height 10-12m  | Minimise highway signage  |



| Trees and Planting  | Public Art  | Water                 | Shelters and Climate  | Management & Maintenance  |
|---|---|-----------------------|---|---|
| <p>Retail Heart:<br/>Promote avenues of tree planting at every opportunity</p> <p>Floral displays should be encouraged in the focal space</p> <p>Adopt a simple grass verge approach along main streets</p> | <p>Retail Heart:<br/>Focal art piece on axis of new 'high street'</p> <p>Integral artwork incorporated within surfacing, street furniture and lighting elements at focal spaces</p> | <p>Not applicable</p> | <p>Explore opportunities for an arcade/covered walkways as part of the new retail heart</p> | <p>High level of maintenance and management</p> <p>Street sweeping weekly</p> <p>Empty litter bins daily</p> <p>Repair turnaround 1 week</p> <p>Stock pile 5% spare materials and street furniture</p>                |
| <p>Promote avenues of tree planting on key pedestrian routes</p> <p>Adopt a simple grass verge approach along main streets</p>  | <p>Not applicable</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>Blocks of tree and native shrub planting to be used to screen poor urban areas</p>  | <p>Bold, large scale art installations at key vehicular gateways along Kings Road and Manby Road</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>           |

# IMMINGHAM URBAN REALM PRINCIPLES - THE RETAIL HEART

## **Development of a 'High Street' that regenerates the retail centre and gives Immingham a new Heart.**

The High Street forms an axis with the new college to link these two major developments together. It also opens out onto Pelham Road to give the retail area presence on this main road and reinforce its location at the heart of the town. The new street aims to break up the mass of the development plot to create an intimate urban grain and good access.

The High Street should have a simple, uncluttered treatment using high quality materials, furniture and detailing. It should provide plenty of seating areas and cycle racks to encourage people to stay in the centre and to cycle to the shops. The space should be designed to remain open at all times and facilitate activity both day and night.

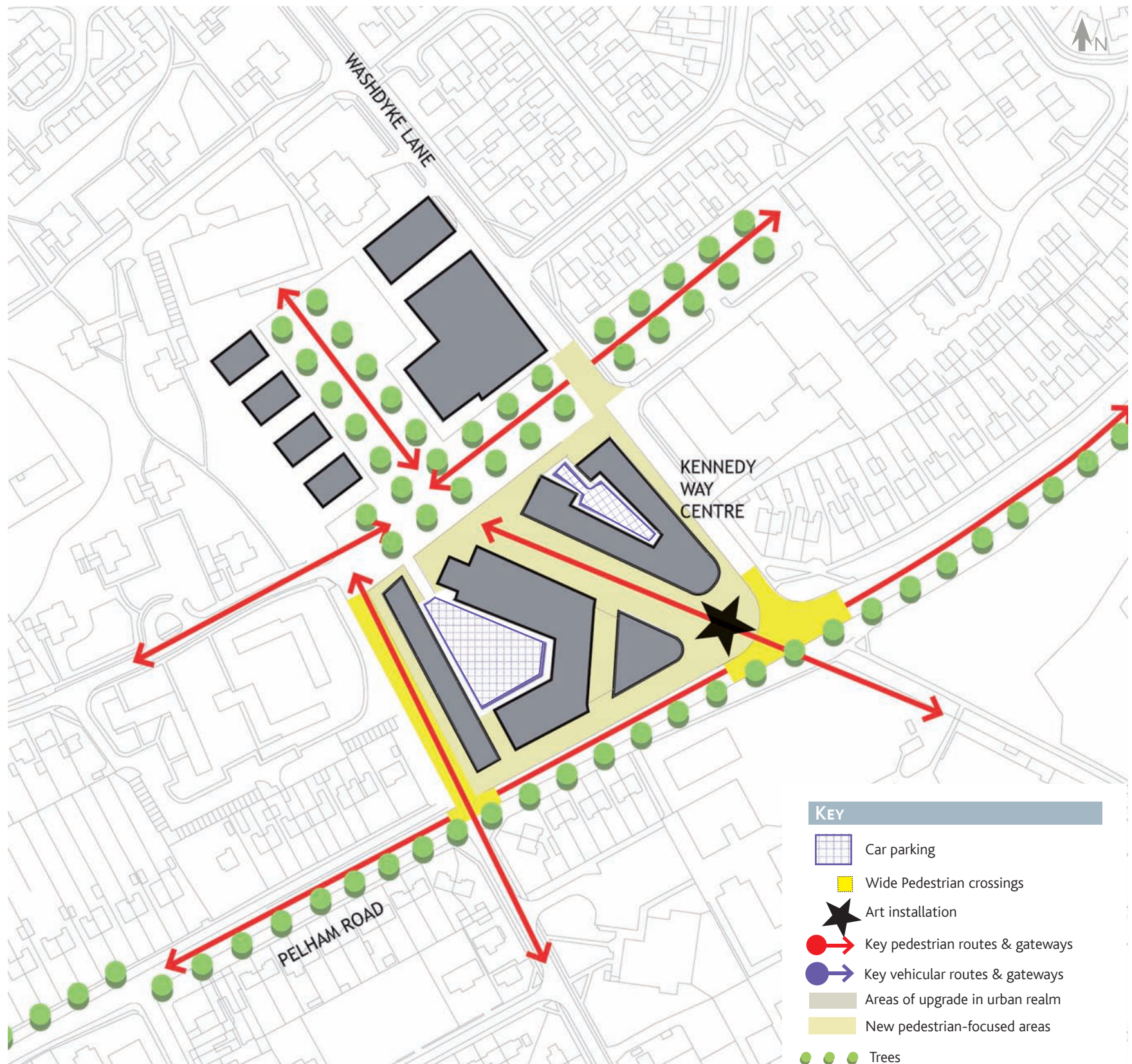
A wide pedestrian footway should be developed around the outer edge of the shopping area to allow activity to spill out onto the space and create a more vibrant street scene along Pelham Road and Washdyke Lane.

The car parking areas are located to the rear of the development to reduce the impact of vehicles on the town centre. However these areas should not be dismissed as unimportant. The car park forms a vital link space between the new shopping area and all the existing town centre amenities such as the sports centre and supermarket. The car park should incorporate pedestrian walkways and shared surfaces to articulate the car park and orientate people to the various amenities. As with the general car parking principles explained elsewhere in the document, a tree grid should be promoted in the car park that softens and 'greens up' the space and provides vertical structure.

The service areas for the retail units should be located out of sight, ideally within the centre of the development so that the shopping area does not turn its back on any of the surrounding suburbs - the shopping centre should integrate fully into the existing urban grain on all sides.

Pedestrian crossings are proposed on the key pedestrian desire lines to the surrounding amenities such as the college and existing supermarket and to the residential suburbs - encouraging ease of movement and a more pedestrian orientated environment around the town centre. These pedestrian crossings could be integrated with traffic calming measures such as raised speed tables or build outs to reduce traffic speeds along Pelham Road.

A focal feature such as an art installation is proposed at the head of the High Street fronting on to Pelham Road, again to reinforce that this is the town, and community centre, for Immingham.



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[Refer to Section 3: Urban Design Framework, pg 97 for more information on the layout and form of the buildings within the Retail Heart]

# IMMINGHAM URBAN REALM PRINCIPLES- THE COMMERCIAL GATEWAY

**The redevelopment of the existing industrial area along Kings Road and Manby Road provides the opportunity to create a high quality landscape setting and gateway into the town.**

The orientation of the new industrial units reinforces the street pattern along Manby Road and Kings Road. A wide landscape buffer is proposed along the length of the street in front of these new units to create a pleasant and green boulevard.

This landscape buffer should have a simple treatment consisting of grass, an avenue of trees and a segregated cycleway and footpath. The avenue of trees will soften the large units, provides structure and greenery to the street scene and reinforces the significance of the road corridor as an important route.

The segregated cycle and pedestrian footway should be developed to provide an important pedestrian/cycle link between this employment area and the town centre - encouraging people to walk and cycle rather than get in their cars.

Pedestrian crossings should be provided at regular intervals to allow pedestrian access across the road corridor to the employment area. These pedestrian crossings could be integrated with traffic calming measures to reduce traffic speeds along this route.

Bold art installations and urban realm improvements are proposed at the major junctions/roundabouts along Kings Road and Manby road to create a strong gateway and arrival point to the town and also add visual interest to this road corridor.

The Freshney Forest concept should be developed as an integral part of the landscape character around the commercial gateway. Strong linear belts of trees should be used to create visual screens at key points. Again this provides prominent greenery and screens existing poor industrial areas and the port industrial areas beyond.



[Refer to Section 3: Urban Design Framework, pg 97 for more information on the layout and form of the buildings within the Commercial Gateway]