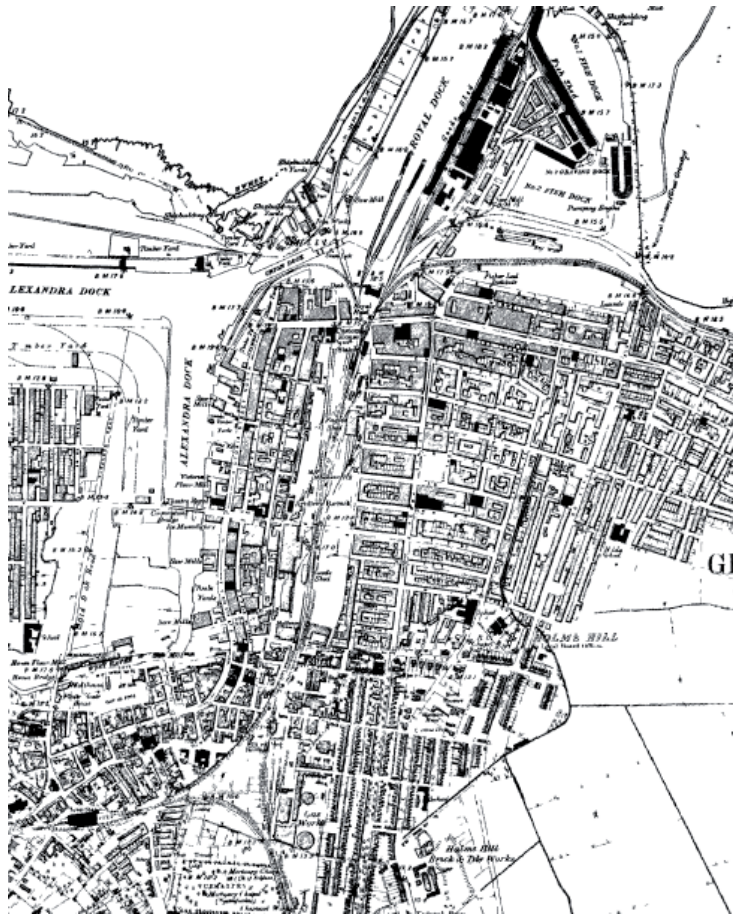




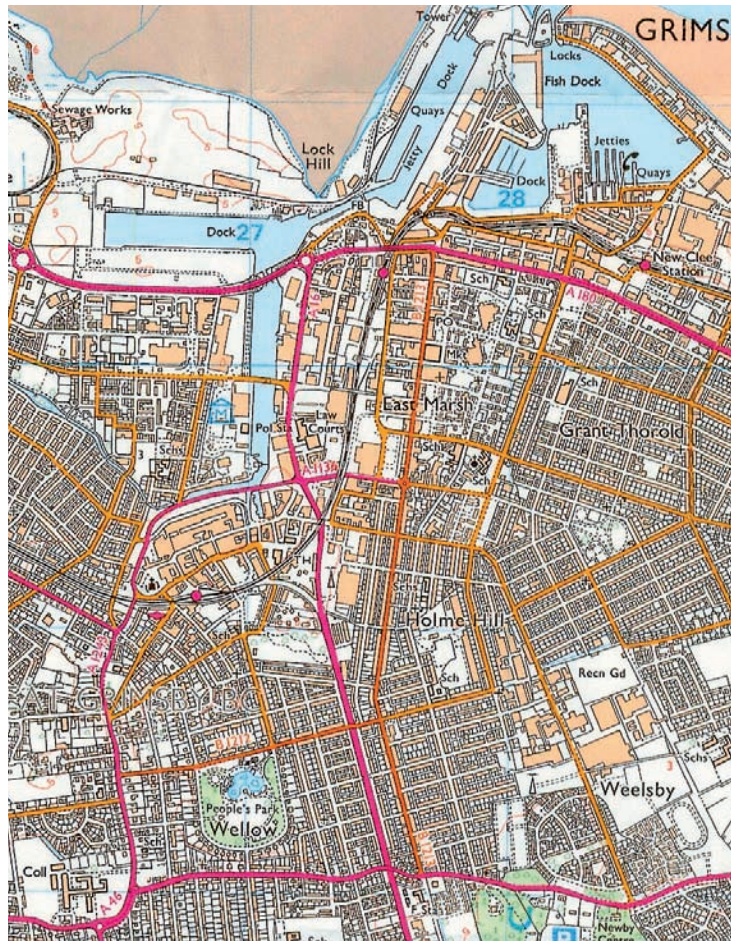
# 2

## Overview of North East Lincolnshire

# REGIONAL CONTEXT



Grimsby in 1890



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Grimsby in 2006

## Regional Character & Historical Context

The Yorkshire and Humber region is characterised by its variety of people and places, where stark contrasts can be found within small geographical areas. This regional characteristic is particularly relevant to North East Lincolnshire which varies considerably from rural idyll, suburbia, coastal resort, administrative centre to docklands and heavy industry. It becomes distinctly less urban as one moves away from the estuary, largely due to historic settlement patterns centred on employment in agriculture, fishing and industry.

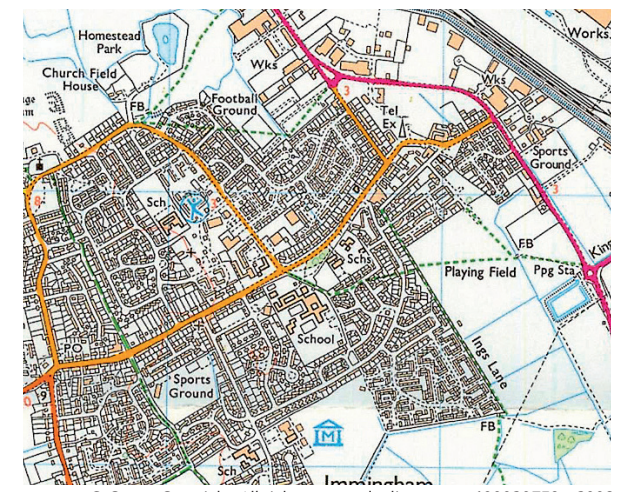
Grimsby developed rapidly in the nineteenth century when it became an important UK port through the import of iron, timber, wheat, hemp and flax. In the twentieth century, the growth reached a plateau with the industrial uses of the port changing, to concentrate on fishing, which has now declined, and fish processing which now dominates the industrial landscape along with chemical processing. By contrast, Cleethorpes developed from three small villages into a town upon the arrival of the railways in the mid nineteenth century. Cleethorpes developed to become a popular resort, attracting many working class visitors from nearby areas to its tourist attractions.

Immingham was a rural village until the turn of the 20th century. It was mostly dependent on agriculture until a dock was developed in direct competition with Hull, based on the advancement in rail connections. During the early and mid 20th century the town developed rapidly around Pelham Road. After the Second World War, the expansion of chemical and petroleum industries along the banks of the Humber fuelled the economic growth and the town's population escalated, evident in the architectural style of many of the houses today.

North East Lincolnshire sits within the Yorkshire and Humber Region (population 5 million) and the Humber sub-region (population 785,000). The 'Regional Spatial Strategy: Yorkshire and Humber Plan' (Consultative Draft 2005, Yorkshire and Humber Assembly) and 'The Regional Economic Strategy for Yorkshire & Humber' (2006-2015, Yorkshire Forward) highlight some interesting facts of the region. Over 80% is rural in characteristic but 80% of people live within urban areas. This places a lot of pressure on the function and quality of urban centres such as Grimsby and Cleethorpes. Rural areas are also growing, but largely from the in-migration of wealthier householders in pursuit of a higher quality of life in the countryside. This somewhat exacerbates the polarisation of urban and rural, which is further compounded by the regional trend of low-wage employment in urban areas.



Immingham in 1890



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Immingham in 2006

The Humber ports of Hull, Immingham, Grimsby and Goole are the busiest in the UK and the fourth largest in northern Europe. The sub-regional spatial vision promotes a concept of the sub area as a national gateway 'building on its unique assets of location, the estuary, ports connectivity and physical environment', which is further echoed in the Northern Way Strategy and the Hull and Humber Ports City Region Development Programme (CRPD). The sub region also benefits from public transport and infrastructure provision and a high quality of environmental biodiversity (such as the Cleethorpes Coast Site of Special Scientific Interest).

The regional spatial vision further states that by the end of the plan period (2021) Yorkshire and Humber will become a region with lively cities and towns, a strong regional identity and with safe, attractive and high quality places.

Despite this, there is a perception that North East Lincolnshire is 'at the end of the line'. The physical environment plays a significant role in the perception of local people, business and visitors.

The Regeneration Strategy for North East Lincolnshire Council further sets out a forward looking and holistic approach to renaissance over a number of years to transform its towns and villages. 'By improving the physical appearance of the area and the quality of life for its residents, North East Lincolnshire will become a place in which we are proud to live, work and welcome visitors'.

The Strategy identifies a number of key objectives:

- Improving Grimsby town centre so that it is a vibrant and lively area that is sought after by retailers, businesses and visitors, attracted by a safe and pleasant environment with excellent facilities
- Make more effective use of land, especially at waterfront locations
- Ensure urban spaces are safe, clean and green pleasant spaces to be in

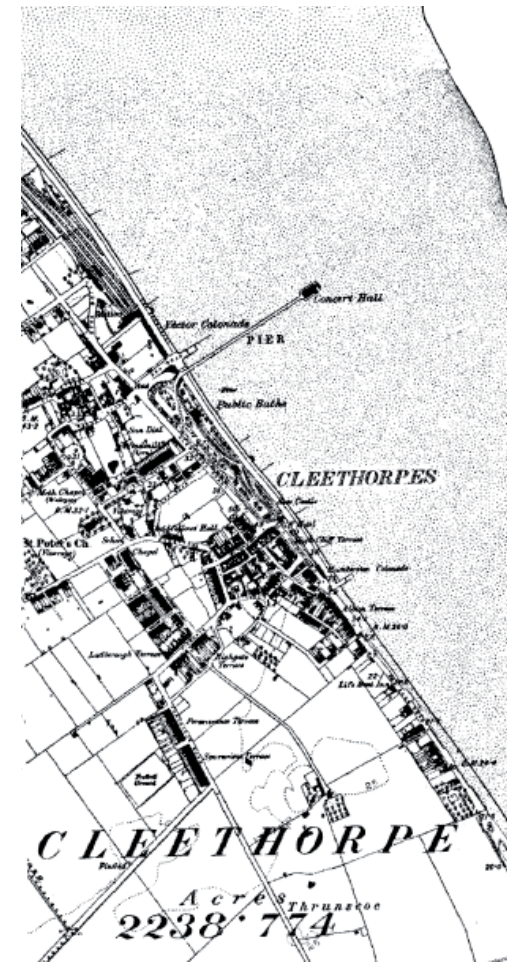
The Strategy also identifies significant areas of developable land as a strength, but equally highlights that the area is fragmented as a result of years of accepting 'any' development. This is a key attitudinal issue for North East Lincolnshire.

"New urban development must be designed to much higher standards if they are to attract people back into our towns and cities. Priority should be given to high architectural standards and to the design of the public spaces between buildings where people meet and move about"

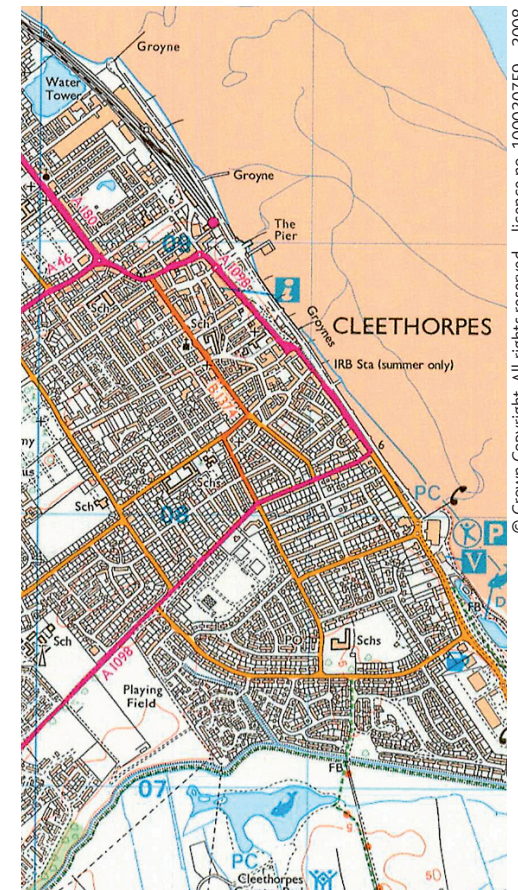
*Towards an Urban Renaissance, Urban Task Force.*

**Design North East Lincolnshire** re-establishes the importance of locating development in the right places, through the regeneration and repair of existing urban areas to ensure that new development contributes towards the vitality of existing local services and supports existing community infrastructure and public transport provision. It seeks to achieve these objectives through the identification of a series of actions aimed at the regeneration of urban areas, whilst setting out guiding principles to protect and enhance those other areas, such as rural villages, which have a sense of place and identity.

## REGIONAL CONTEXT



Cleethorpes in 1890



Cleethorpes in 2006

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# Boroughwide Character Analysis

## LAND USE PLAN

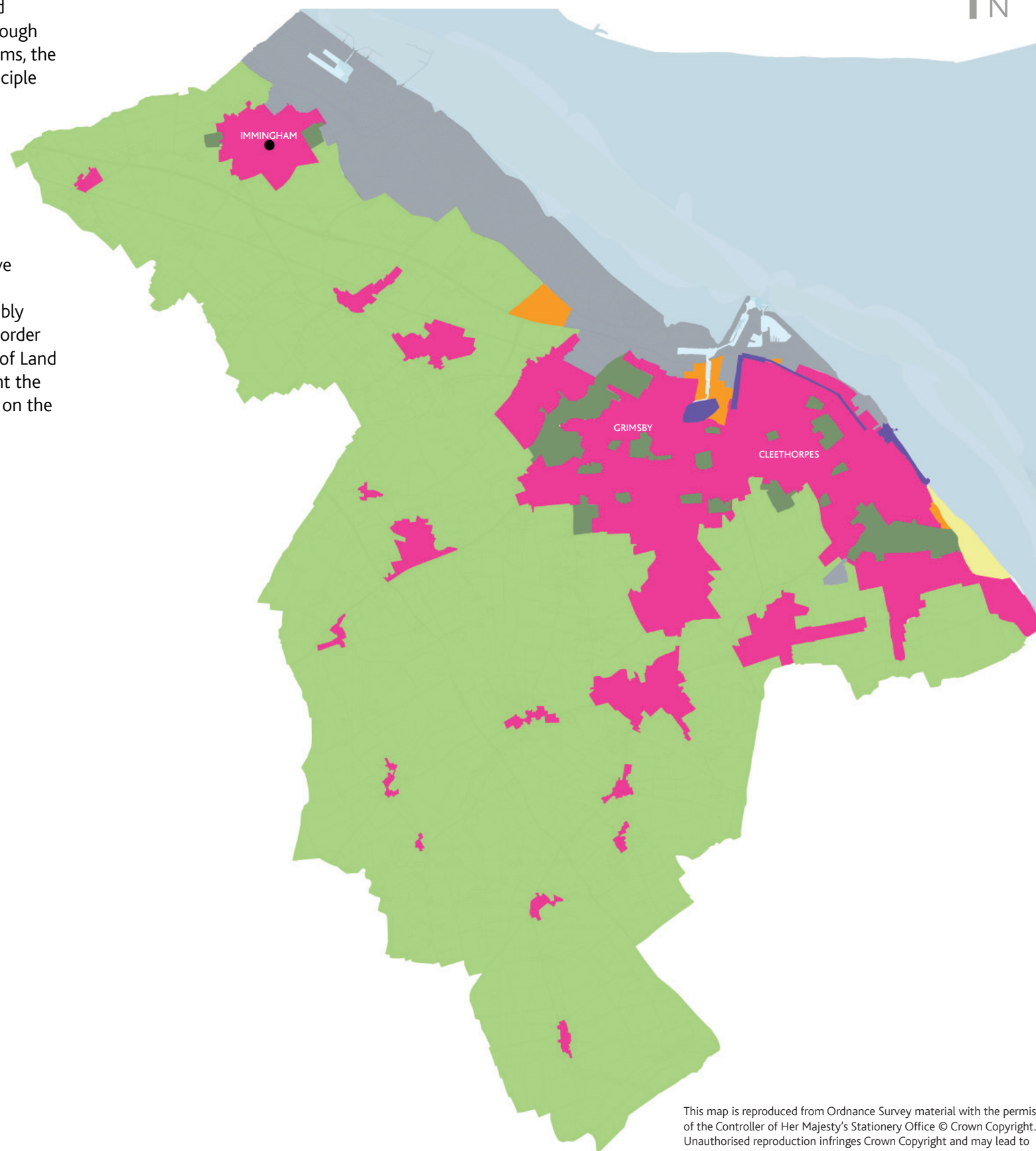


In order to prescribe urban design principles and guidance, a sound understanding of the whole Borough has been essential. In simple terms, the Borough is made up of four principle zones:

1. Port/Industry
2. Village/Rural areas
3. Suburbs
4. Town Centres

It is these simple zones that have helped organise the guidance. However, the Borough is inevitably more complex than this, and in order to present the analysis, a series of Land Use Character Zones supplement the simple zones, and are described on the following pages.

### KEY



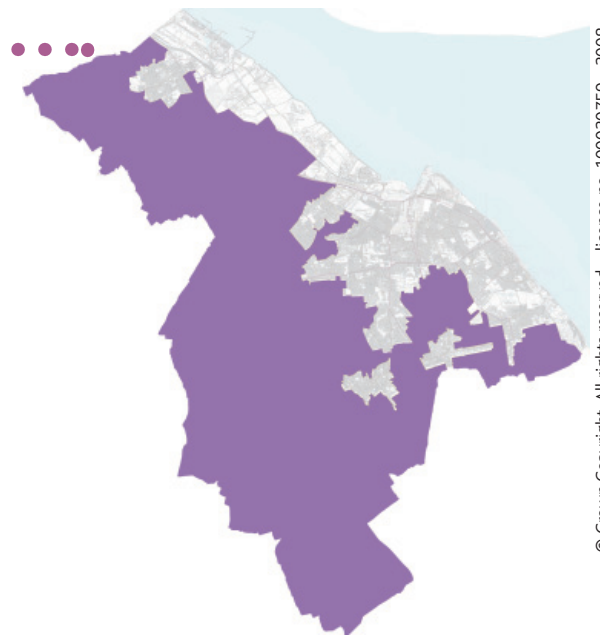
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## CHARACTER AREA:

# RURAL

### OVERVIEW

- Small, unspoilt villages, & hamlets
- Remote locations
- Well-maintained houses with a mix of housing styles, ages & sizes
- Most villages situated away from the main road
- Historic form
- Ancient churches
- Generally a lack of public transport facilities
- Act as commuter bases, creates local affordability issues
- Some in fill developments



Location of rural areas in purple

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### GENERAL DESCRIPTION:

The rural areas of North East Lincolnshire have a high-quality landscape character formed by a series of small, unspoilt compact villages and hamlets, the rolling Wolds and the flat estuarine landscape.

Some of the most important archaeological deposits in the borough are contained within the rural areas of North East Lincolnshire. Many of the villages contain undisturbed archaeological remains from the medieval period and older, mostly in the form of deserted settlement earthworks. The most extensive of these are at Stallingborough where the deposits are considered to be of such high significance that they are legally protected from disturbance or development.

The villages all have a strong character, with a mature setting within an open and active agricultural landscape. All of the residential areas have a quiet and remote location but are within an easily accessible journey by car to Grimsby and Cleethorpes.

The villages and hamlets strongly reflect their historical forms, with areas of nucleated housing around one or two main roads adjacent to a parish church. Newer housing is based on the outer edges of these settlements. There is a village hall in almost every village.

Within the borough is a section of the Lincolnshire Wolds Area of Outstanding Natural Beauty. This AONB includes the villages of Irby upon Humber, Beelsby, East Ravendale, Hatcliffe and Wold Newton.

There are signs of rural business development - eg Aylesby has a small development of offices in a converted barn.

### KEY CONSIDERATIONS:

- Sensitive development and conservation
- Area of Outstanding Natural Beauty
- Develop rural enterprise
- Wildlife habitat protection and enhancement
- Possible pressures from in fill developments
- Need to preserve critical mass of community within each village
- Conservation areas and distinctive vernacular should be conserved



Wold Newton



Fields outside of Ashby cum Fenby



Church at East Ravendale



Irby upon Humber

# RESIDENTIAL

## OVERVIEW

- Diversity of architectural style & housing density
- Large amounts of green/open spaces amongst housing but often space is of poor value
- Wide range of types and quality of housing
- Good network of local shopping facilities
- Little distinction between Grimsby and Cleethorpes
- Areas of affluence and areas of deprivation

## GENERAL DESCRIPTION:

The suburbs of North East Lincolnshire have grown in parallel with the industrial development of Grimsby and the resort development of Cleethorpes. They have expanded around the western edges of Grimsby and Cleethorpes, filling the landscape between the urban centres and the rural areas.

The suburbs have formed one residential band which wraps around the urban centres as well as blurring the boundary line between Grimsby and Cleethorpes, overtaking once-rural villages to create one on-going mass of housing built during different eras. This housing is wide-ranging in character, with a few buildings of architectural quality nestled amongst large, homogeneous, interwar and post war housing estates and busy main roads.

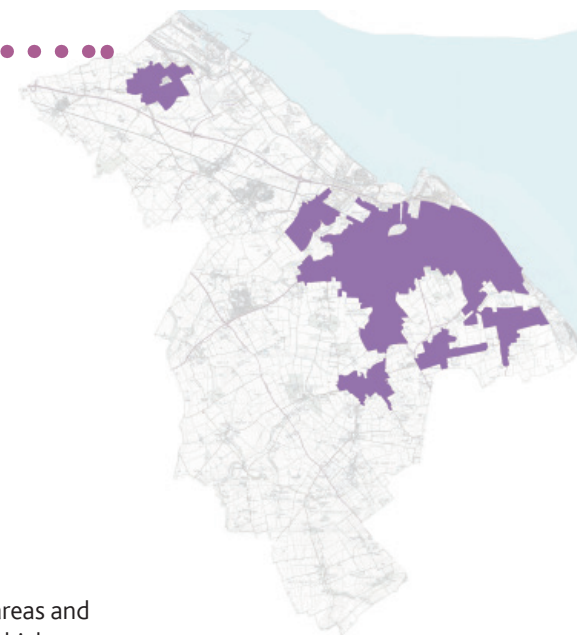
This diversity of architectural style, age, and density also underlines the contrast which exists between the more affluent and more deprived areas which lie in close proximity to each other.

Within the suburbs, there exists a number of similarities. They are well-located for travel into the urban centres. There is an established cycle network which links the suburban areas together. There are large amounts of green spaces spread throughout the residential areas which range from small parks to large, open playing fields with basic sports facilities, as well as bigger parks such as Weelsby Woods and the recently refurbished People's Park in Grimsby and Cleethorpes Country Park. In general, there are quality issues with some of the smaller incidental parks with

damaged furniture evident and outdated children's play areas and equipment. They are however, in convenient locations which are accessible to many household and which could be a great asset to the area.

The suburban areas have numerous local shopping facilities which serve their immediate communities. Whilst these are convenient to the residential areas, and in most cases well-used with basic convenience-type shops, the public realm has largely been neglected with poor quality street furnishings, disorganised parking and conflicts between pedestrian and vehicular use.

The differences of the suburban areas stem from their location and the age of the housing. High density terraced housing dominates the area between Grimsby town centre and the industrial areas/ Fish Docks. The streets are narrow and are filled with parked cars. On the west side of Grimsby town centre, there are some more affluent areas, especially around Wellow and the People's Park with large imposing Victorian and Edwardian houses and tree-lined avenues. Further from Grimsby centre, there are large interwar and postwar housing estates - most notably The Willows and Wybers Woods which are on opposite sides of the B1210/ Great Coates Road. Both estates have homogeneous housing stock with poorly designed and maintained local facilities. The suburban areas around Cleethorpes are generally of a better quality.



Location of suburban areas in purple

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## KEY CONSIDERATIONS:

- Transport links - crucial to sustainable living
- Cycle network
- Green space, conserve and enhance
- Regeneration needed of some suburbs
- Support for local shopping centres
- Conservation of quality suburbs



Waltham



Cleethorpes



Manby Road, Immingham



People's Park, Grimsby

## CHARACTER AREA:

# LEISURE/TOURISM .....

## OVERVIEW

- Cleethorpes is a classic Victorian seaside resort
- Cleethorpes was the recipient of the prestigious Quality Coast Award for its high quality beaches and resort facilities
- Regeneration of Meridian Lakeside in progress
- Quality issue on North Promenade

## GENERAL DESCRIPTION:

### Grimsby

- Fishing Heritage Centre

### Cleethorpes

- South Promenade
- Fitties
- Cleethorpes County Park
- Pleasure Island
- Cleethorpes Leisure Centre
- Sea View Street
- Dolphin Square
- Amusements on the promenade
- Sea front by the promenade
- Pier
- Cleethorpes Coastal Light Railway
- Lakeside & arena

Cleethorpes has the most concentrated tourist offering in the borough. In 2007, Cleethorpes was awarded the prestigious Quality Coast Award for its high quality beaches and resort facilities. The town is regarded as a seaside destination for day trippers but like all seaside resorts, has struggled to keep holiday-maker numbers. The activities are centred around three main locations along the seafront. At the northern point, is the train station which is adjacent to the north promenade and near to Dolphin Square - the focal point of the seafront.

There are particular issues with the quality of the offer on North Promenade which has prompted critics to talk of two Cleethorpes - one being North Promenade and other being the rest of the town. Dolphin Square is dominated by vehicles and a lack of focus. It leads from the road to the pier and the southern promenade, which is below road level, and has amusements, novelty stores and attractions along it. At road level, there are cafes and tourist shops along with a linear park and street parking. Mid way along the seafront, is the Cleethorpes Leisure Centre - an indoor pool with slides as well as a gym and further car parking. It is situated on the seafront in a prime position. Beyond the leisure centre is the Discovery Centre and Meridian Lakeside, an area currently under development as an outdoor arena. The entire space is due to be enhanced to create a more accessible, multi-use destination. Further to the south of the seafront, is Pleasure Island, a family theme park which is open from April until October each year. At the southern end of Cleethorpes, is the Humberston Fitties Chalet Park which is designated as a conservation area and is one the few surviving post first world war plot land developments in the UK.

Throughout Cleethorpes, but especially on the roads leading to the seafront and along the seafront itself are bed and breakfasts as well as guest houses and holiday flats.



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Location of leisure/tourism areas in purple

## KEY CONSIDERATIONS:

- New focus for resort development
- Pedestrian access and environment quality
- Urban grain and conservation of built assets
- Car parking and access of peak days
- Scale of future development
- Mixed-use activities
- New chapter for North Promenade



Sea front promenade, Cleethorpes



Cleethorpes Pier



Lakeside Park Boating Lake



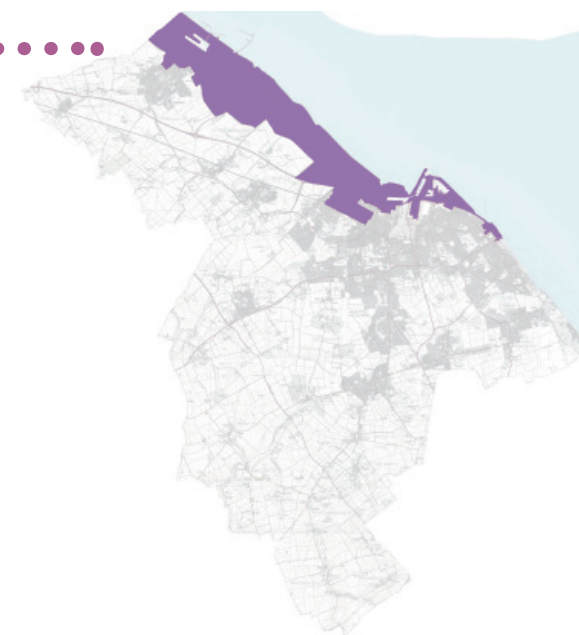
The National Fishing Heritage Centre, Grimsby



# INDUSTRY/PORT.....

## OVERVIEW

- Dominates on arrival to Grimsby
- Occupies large areas of land along the estuary
- Large stretches of security fencing
- Vehicle dominated
- Skyline visible from afar
- Large, shed-type buildings and industrial structures
- Large areas of wasteland/derelict spaces



Location of industrial areas in purple

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## GENERAL DESCRIPTION:

The industrial and port areas dominate the coastline and south bank of the Humber Estuary and form a significant component of the Borough and a key engine to the local economy. The Port of Immingham acts as a 'global gateway' for the bulk shipment of goods.

The success and decline of its industry has had a major impact on the economy of Grimsby throughout the last two hundred years and the port has gone from strength to strength, whilst employing fewer people. Whilst Grimsby is home to the largest fish docks in the country, food processing is now a bigger industry than fishing.

The port and docks landscape are a vast expanse of large, fenced-off buildings/shed units with industries which focus upon food processing, light engineering, chemicals and plastics as well as the import of cars which requires a large surface car park behind security fences.

The form of the Fish Docks area is dictated to by large industrial units and the large-scale nature of their work as well as a number of smaller, listed historic smokehouses. Vehicle use dominates the area, leaving little or no provision for pedestrians or cyclists. The Fish Docks entrance is restricted due to the railway line which is crossed either by weak bridges or level crossings. The ships and boats in the Fish Docks gives a real sense of place and history however.

The area as a whole is characterised by the massive industry, which is concentrated and focused on the area which creates an inflexible space that is definitely not designed for pedestrians.

The poorly maintained land, which has many untidy edges make the area look messy and disorganised whilst there are also large areas of seemingly wasted and derelict land.

## KEY CONSIDERATIONS:

- Port subject of own planning authority
- Key part of economy to be supported and developed
- Retain and boost employment
- Emphasis of positive landmarks
- Screening of unsightly areas
- Historical features of Fish Docks to be conserved
- Vehicle access to Fish Docks paramount but impact needs to be minimised



Port of Immingham



Manby Road/Pelham Road junction, Immingham



The Fish Docks



The Dock Tower

## CHARACTER AREA:

# OFFICE/RETAIL PARKS .....



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## OVERVIEW

- Disjointed urban grain
- Range in quality both in retail centres & in suburbs
- Large blocks of shed-type buildings
- Poor public realm
- Large surface car parks
- Vehicle-dominated
- Not pedestrian friendly

## GENERAL DESCRIPTION:

The office/retail parks are dotted around the urban centres of Grimsby and Cleethorpes. They are characterised by:

- Disjointed urban grain/large development blocks
- Vehicle domination of public realm
- Some quality landscape, especially on Europarc
- Lack of active frontages in some case
- Not pedestrian friendly in some locations
- Large surface parking areas

Europarc, is the largest business park, at 52 hectares (128 acres). It has been designed be a flagship business park with facilities capable of attracting manufacturing, distribution and office-based businesses.

The soon-to-be-opened (March 2008) Humber Seafood Institute is located on Europarc. This innovation centre aims to bring knowledge, expertise and training to North East Lincolnshire to enable Grimsby to build upon its importance as a primary food processing centre. Creating a purpose-built facility for it will enable Grimsby to further consolidate and strengthen its position as the number one location for seafood products.

## KEY CONSIDERATIONS:

- Pedestrian access and public transport
- Quality landscape to counter poor urban grain
- Car parking provision should not dominate design
- Scale of future development
- Encourage mixed-use



Retail park located near Peaks Parkway, Grimsby



Meridian Point, Cleethorpes



Europarc, Grimsby



Innovation Centre, Europarc, Grimsby