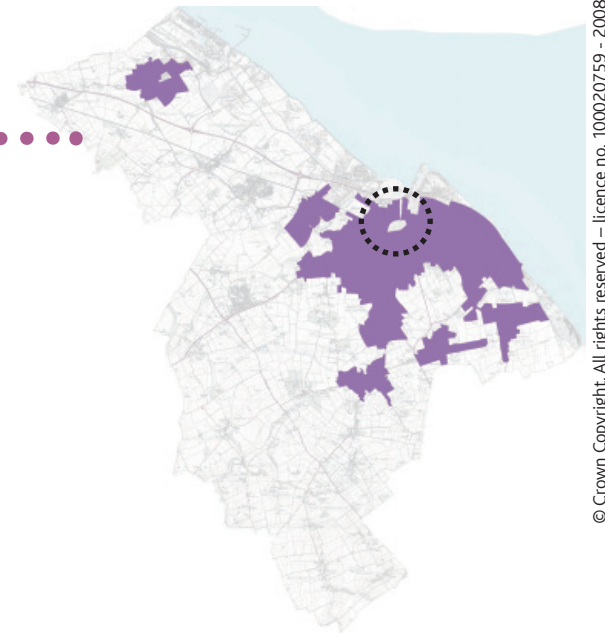


TOWN CENTRES: GRIMSBY.....



Location of suburban areas in purple

OVERVIEW

- Largest town in North East Lincolnshire with proud history
- Six distinct character areas:
 1. Retail Civic Core
 2. Retail/Civic Core Fringe
 3. Alexandra Dock
 4. Fish Docks
 5. A180 Corridor
 6. Freeman Street
- Underused dock & waterfront
- Town fortunes and development a product of the lows and highs of the port, industry and fishing
- Victorian period was the boom time

CONTEXT

Grimsby is the largest town in North East Lincolnshire with a population of 88,000 (2001 Census) which has remained relatively static since the 1930s. It is situated on the east coast, close to the mouth of the Humber Estuary.

HISTORY

Grimsby is proud of its history. Its abiding reputation is one of a fishing town, but it has a much deeper background than this. Because of Grimsby's age and importance as an urban centre in the past, deep archaeological deposits have built up. These deposits are nationally significant and contain important information on the growth and development of the town as well as the day to day lives of its inhabitants. A high water table has ensured even some of the most fragile remains of the townspeople's activities have been preserved forming an invaluable resource for understanding the history of the town.

The town has been settled for centuries, although for much of its history has been as a small, agricultural place. It is reputed that the name originates from a Danish settler, called Grim, who settled in the area in Viking times during ninth century. Until the nineteenth century, it was a small place with very little variation in its population levels. Even from its humble beginnings, Grimsby's economy has always revolved around trading, which is still an important function of the town today. Throughout its history, iron, timber, wheat, hemp, flax and coal have all travelled through its ports.

In the mid nineteenth century, the town expanded rapidly with the arrival of the railways in 1848. Their investment boosted the success of the shipping and fishing industries. The advances of its industries and ports lead to the town becoming a Victorian phenomenon, with substantial increases in population and considerable investment in the built environment and Victorian architecture. During this era, people went to Grimsby for one reason only - to earn a living. This created a self-made and independent town, an ethos which it still retains today.

Freeman Street was once the centre of activity for fishermen, sailors and other people involved in keeping Grimsby busy. Fish arriving at the docks was sold at the market, less than a mile from where it was landed. The street was the heart of the local community but its demise was triggered as early as the 1970s when its local community, who lived and worked in the vicinity were moved to new estates on the perimeters of the town, thereby reducing the need and the demand for Freeman Street's activities.

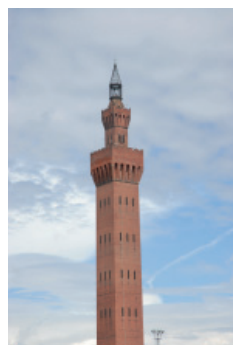
In the mid twentieth century, Grimsby's Victorian architecture began to disappear both before the Second World War and during it, when Grimsby was bombed numerous times. Around the same time, Grimsby's self-made economic strength ended abruptly for a variety of reasons, including the decline of the port's activities, the cod wars with Iceland and the price of oil becoming prohibitive to the fishing industry. Country-wide and global changes in the methods of commerce and business also contributed to business closures and a further decline in the trades and industries which had once made Grimsby so wealthy. To combat, this new infrastructure and buildings were built, with their design dictated by speed and a lack of capital which led to a lesser-quality of architecture throughout the town, the appearance of which now dominates the urban form of Grimsby.

Grimsby's industries have continued to develop and it is now a key food processing centre. It has educational establishments such as the Grimsby Institute (which including the new Humber Seafood Institute, which is aiming to be an internationally renowned college of seafood technology) set up to train the workforces of the future, it is a vibrant retail centre and offers cultural facilities such as the Grimsby Auditorium (located in Great Coates) which holds up to 2,000 people and supports numerous national touring acts. It also has a well-supported football team.

In summary, Grimsby's identity and character stems from this heritage, developed over the years by its visitors and inhabitants. The landmarks and character areas of Freeman Street, the docks and the town centre, seen today are largely a product of this and should be reinforced.

"Grimsby is all business, Cleethorpes is all pleasure"

John Heywood's Illustrated Guide to Grimsby & Cleethorpes, 1891



The Dock Tower



St James Square memorial



The Ice Factory



Freeman Street

CHARACTER AREA:

TOWN CENTRES: GRIMSBY.....

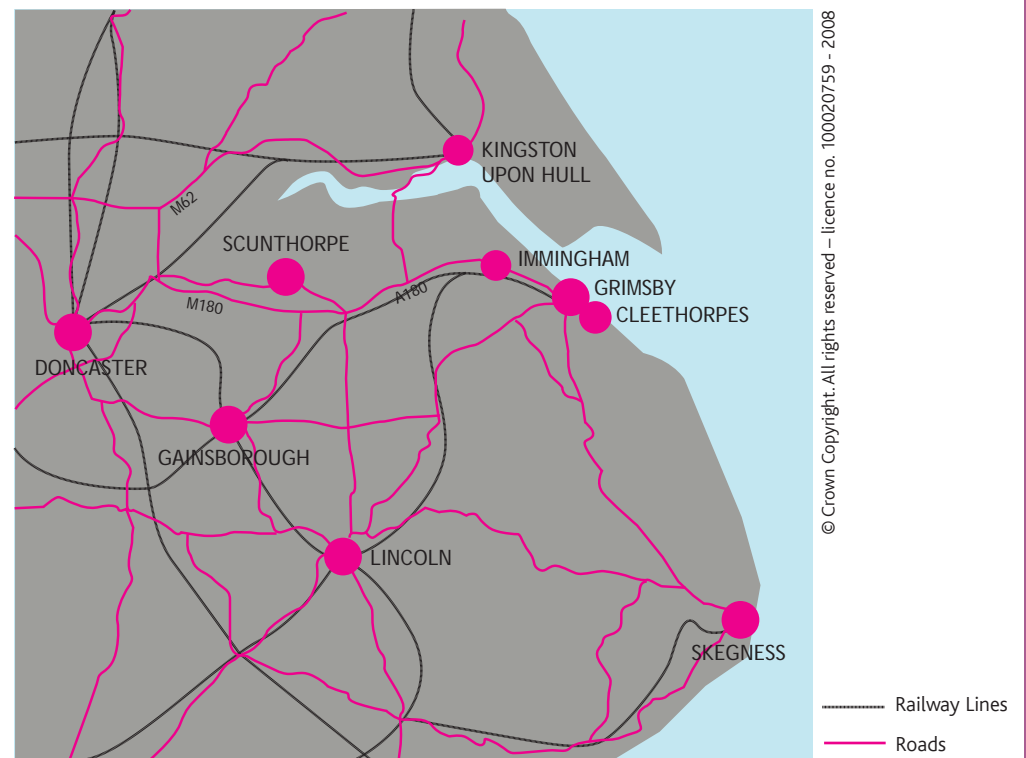
LINKS AND GATEWAYS

Grimsby is geographically remote from other similar-sized urban centres and is inherently on the 'end of the road' because of its position. However it has good access to rest of the country via the A180 and M180 motorway which links to the North and South of the country by the M62 and the M18. The environmental quality of the A180 and M180 is therefore crucial as a front window to the Borough. However the experience is somewhat marred by poor landscape, car parks, poor boundary treatments and a lack of landmarks. In addition the A180 becomes severely congested, especially with visitors to Cleethorpes during holiday peaks, as they use this link road to access the rest of Britain. The rail line also forms a crucial link to the rest of the country for passengers and freight.

Grimsby has good transport links within its centre. The railway station is located in the southern area of the town, providing easy access for people arriving by train to town centre facilities. The station provides regular services to Cleethorpes as well as Scunthorpe, Doncaster, Sheffield and Manchester. The railway station is not particularly well-connected with the bus station, which is located at Riverhead Square, making the bus/train interchange awkward. The layout of the bus station at Riverhead Square is problematic for pedestrians because there are so many vehicular and pedestrian conflicts across the space.

The key public transport links into and out of the town centre - the train station and the bus station, and the main car parks are located within the retail core & civic area, making the area a well-used and lively centre during the day because many people's paths cross.

Following the Second World War, and in line with many other towns across the country, the road infrastructure was given priority over pedestrian permeability, thereby creating a vehicle-dominated town centre, that is still in existence today. The railway tracks, which were a key factor in bringing success to the ports, have severed the links between the town centre and residential areas.



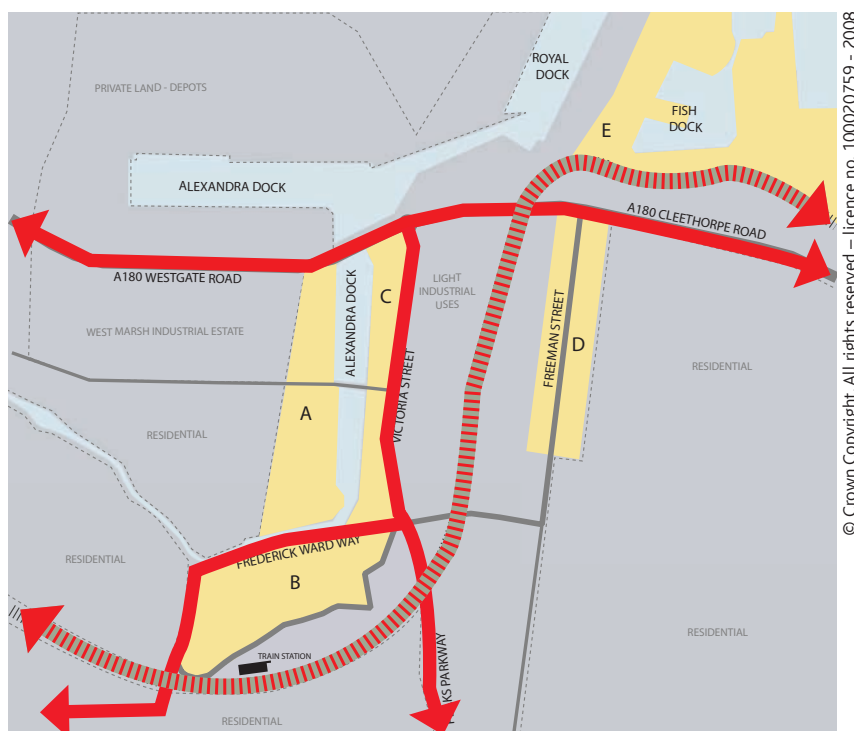
Plan shows location of Grimsby and Cleethorpes in relation to nearby towns and cities

There is a good cycle network around the periphery of the town but this does not extend successfully into the town centre, partially because some of the roads are too narrow to support dedicated cycle lanes but also because there are few parking facilities for bikes. The facilities could be developed to promote cycling in Grimsby as it has perfect conditions such as flat topography, residential neighbourhoods near to the town centre and a cycle network in place outside of the town centre.

The town's incredibly flat topography offers the opportunity to have a substantial network of good, safe and viable pedestrian and cycle links to and from the nearby residential areas, yet the severances caused by road and rail has made them very inaccessible to pedestrians and cyclists.

Victoria Street forms the key pedestrian link between St James Square and Riverhead Square. It has been recently modernised street with new paving, street furniture and lighting. It forms one of Grimsby's key public spaces as it is the retail heart of the town, and it is used by many people as a link space.

Grimsby has many under utilised waterfront spaces which have been overlooked throughout the second half of the twentieth century. The connections to the waterfront could be re-established to re-link the town centre to the water, which is key part of Grimsby's heritage and a substantial asset to the town.



Plan shows severance of Grimsby by road and rail



Railway line severance

TOWN CENTRES: GRIMSBY.....

URBAN FORM

Grimsby is a compact town situated in an advantageous position next to the Humber Estuary with the docks and the River Freshney extending from the estuary toward the town centre. It has a number of distinctive character areas, each with their own identity, making it a varied and interesting place, although the character areas need strengthening to a lesser or greater degree and the access to the water needs to be opened up.

• Alexandra Dock

An example of the town ignoring its waterfront access, is shown by the buildings and developments along the eastern edge of the dock which were built throughout the latter half of the twentieth century. All of the buildings have turned their back on the water, this has obstructed the view of it, as well as preventing public access to the water, leading to very little activity on the water itself. However Alexandra Dock could be a key asset for the Borough and the existing heritage structures and landmark buildings (including the iconic Victoria Flour Mill) should be woven into a comprehensive regeneration package. Currently there is a danger that loose mono-use developments could swamp the opportunity and undermine recent efforts eg the National Fishing Heritage Centre, to create a denser, active townscape.

• Retail Core

The town's retail centre and civic core has a legible urban grain and is central to Grimsby's prosperity. The retail core's size is restricted by the roads and railway lines which wrap around the retail core. The centre is characterised by a historic network of narrow streets and spaces, some of which are pedestrianised, such as Victoria Street as well as other streets where vehicles can travel, such as along Bethlehem Street, East St Marys Gate, West St Marys Gate and Osborne Street.

A significant portion of the retail core is occupied by Freshney Place, a large indoor shopping centre built within the existing street pattern of the town. The northern edge of the centre is bound by Frederick Ward Way which runs parallel to the River Freshney along this section of the road. The shopping centre has turned its back on the water, creating a blank and inactive frontage, and forms a barrier between the north western edge of the town and the residential areas beyond. There is a multi-storey car park attached to the building which is accessed at Riverhead Square, which increases the vehicle dominance in the area.

To the south west of the retail core is the historic core of Grimsby. St James Church is located here, which is one of the oldest buildings in Grimsby and which is surrounded by Grimsby's premier public space, St James Square.

Further to the south of the retail centre, there are a number of surface car parks which consume vast amounts of open space without contributing anything to the town's urban form.

• Civic Core

The Civic Core is located to the south east of the retail centre. Its open spaces are currently dominated by vehicles and traffic and it therefore offers the opportunity to create an improved public space with a more pedestrian friendly environment.

• Freeman Street

Has a lively and colourful past which now seems to have disappeared and been replaced by dilapidated buildings with inactive frontages, poor quality architecture in a bad state of repair and numerous pedestrian guard rails. The council is developing proposals for this area to reveal the extent of the underused shops and increase the amount of housing whilst improving the public realm and retaining the north-south axis.

• Fish Docks (including Royal Dock)

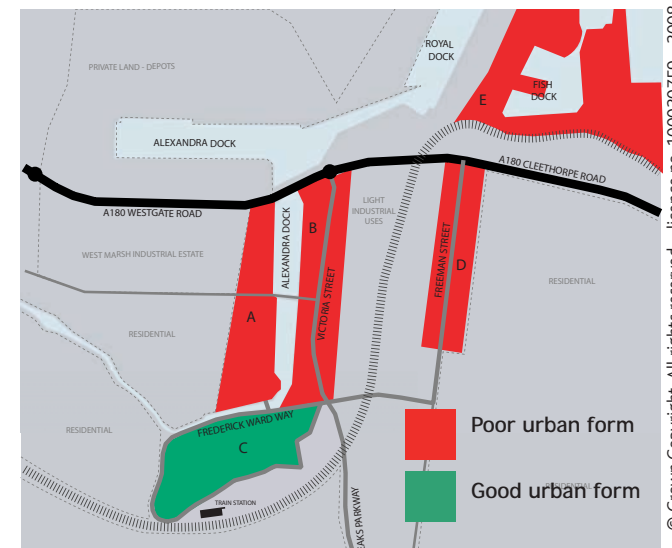
Have a poor urban form, with historic buildings sitting amongst derelict spaces, industrial sheds and worn-out road system with little structure or legibility. The most-recognisable landmark is the Grade 1 Listed Dock Tower which is positioned at the top of the Royal Dock and is visible from afar due to the very flat topography of Grimsby and its surroundings. The tower is the town's predominant feature, dominating the dock and creating an imposing landmark which is visible from afar. The installation of the A180 has severed the link from Freeman Street and the town centre to the Fish Docks making them seem isolated and disconnected from Grimsby.

• The Primary Trunk Road

People arriving by road enter Grimsby on the A180 which links Grimsby and Cleethorpes to the rest of the UK. The road forms the spine between the two towns, physically linking them together. Retail units of varying scale and quality, from industrial sheds to shops in converted terraced houses, line this route making it look cluttered and muddled, disguising the boundary between the two towns.

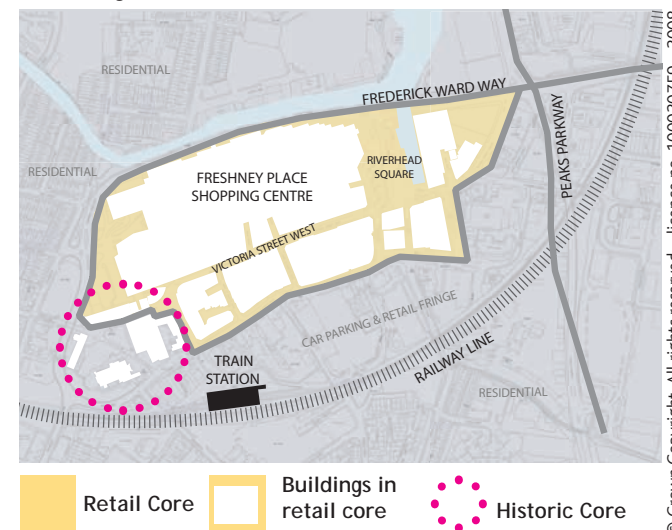
The retail core and civic centre of the town are easily missed by first time visitors as they do not have any visible landmarks seen from the A180, nor any clear directions to them. In addition, the town centre seems to hide behind a mass of industrial units and retail sheds which line the roads upon arrival to the town.

Grimsby - Quality of urban form



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Grimsby Retail Core



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Interior of Freshney Place



Freeman Street



Riverhead Square viewed from Alexandra Dock

CHARACTER AREA:

TOWN CENTRES: GRIMSBY.....

SPACES



Due to the compact nature of Grimsby's urban centre, the quality of public spaces are vital to the success of the town, as there are very few significant places for people to use. There are also a lack of green spaces which are within easy access of the town centre. This makes the streets important.

The condition of the public spaces varies throughout the different zones of the town centre. In the retail core, there are two significant public spaces - St James Square and Riverhead Square.

• St James Square

The oldest and most significant civic space in Grimsby which surrounds St James' Church. The church has been in the same position for the last 900 years with parts of it being rebuilt at different times throughout its history. St James' Square is considered to be Grimsby's foremost green space. It has a small amount of seating and is enclosed by the church as well as the rear of the buildings along Bull Ring Lane. The area is challenged however by the lack of active frontages which face onto it. The area is not given the priority it deserves from the buildings around it.

• Riverhead Square

Should be one of Grimsby's most important public places. It has a prominent location in the town with people constantly arriving at it, departing from it and passing through it. However Grimsby's bus station is at the centre of the square, dominating the area and lessening the quality of the space around it, negating its value as a public place. Although the square has waterfront access, cafes, bars and shops around its edges - all essential parts of a successful public space - the elements do not work well together because the bus station and Frederick Ward Way, one of the main roads through Grimsby's centre, monopolise it.

• The Fish Docks

The edge of the docks could be key space for Grimsby. The docks have the opportunity to be a significant and impressive place combining historic features with modern design, yet currently do not offer any contribution to Grimsby's network of public spaces.

• Alexandra Dock

Alexandra Dock is in a similar position to the Fish Docks, with poor pedestrian links to it and a lack of facilities for people around its edge. Alexandra Dock is closer to the retail centre and has the National Fishing Heritage Centre on it along with a supermarket, making it a prime location for an exciting, town centre waterfront destination. Yet there is very little on offer to attract people to the open spaces it currently has.

• Freeman Street

One of Grimsby's key historic streets, but as set out previously, is now a poor reflection of its former self, and the quality of the space it offers has suffered as a result of this. There is an historic market which remains in use today, however it is open only on Tuesdays, Fridays and Saturdays. When not open, its large stretches of shuttered, inactive frontages as well as those on many other buildings along the street, have weakened the animation and drained life from Freeman Street. The road is dominated by vehicles and the street's function seems to have been lost.

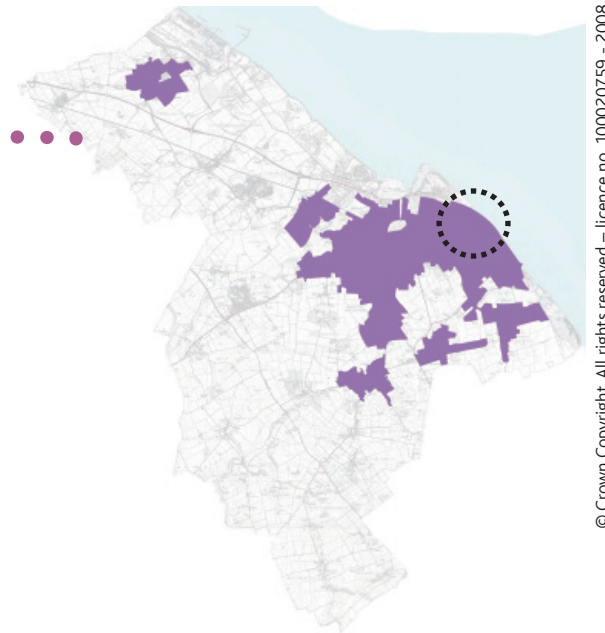
Freeman Street once had public squares at the northern and the southern ends of it. Riby Square was situated to the north and provided a gateway space to the docks. This area has been adversely affected by the arrival of the A180 which has severed the links between the two places. Hainton Square was located at the southern end, marking the end of Hainton Avenue and the beginning of Freeman Street. This space is now a vehicle-dominated traffic junction.

GRIMSBY SUMMARY

KEY CONSIDERATIONS

- Preserve Grimsby's identity as an independent town
- Retain historic buildings and landmarks
- Halt the deconstruction of the urban grain
- Funding new uses for port areas
- Capitalise on the waterfront and docks
- Vibrant, well-used, pedestrian-focussed town centre
- Mix of outdoor and indoor shopping choices
- Current separation train and bus station create poor interchange
- Distinct character areas to be reinforced:
 1. Retail/Civic Core
 2. Retail Core Fringe
 3. Alexandra Docks
 4. Fish Docks
 5. A180 Corridor
 6. Freeman Street
- Compact retail core places emphasis on existing streets and spaces
- Key spaces include:
 1. St James Square
 2. Riverhead Square
 3. Alexandra Dock
 4. Freeman Street (including Riby Square and Hainton Square)
 5. The Fish Docks

TOWN CENTRES: CLEETHORPES....



OVERVIEW

- A seaside resort that needs to continue to evolve as a destination and a place to live
- A180 and railway act as key links and front windows
- Poor sense of arrival by road and rail
- Severance between town centre and seafront by Alexandra Road/Kingsway
- Spread-out nature of resort
- North Promenade lets the resort down

Location of suburban areas in purple

CONTEXT

Cleethorpes has a rich character. It has a population of approximately 35,000 people (2001 census) which grew rapidly with the arrival of the railways in 1850. While commonly referred to as a seaside resort, Cleethorpes is actually situated at the mouth of the Humber Estuary. To the north west, it merges with Grimsby.

Cleethorpes is identified as a seaside resort however it is also a town, with the needs of both its local residents and its tourists being equally important to the success and vibrancy of it.

The arrival of the railways, built by the Manchester, Sheffield & Lincolnshire Railway Company and completed in 1850, caused a dramatic increase in both the town's population and visitor levels as it developed rapidly to cater for tourists.

To fulfil the tourist's needs, attractions were developed, many of which still exist today, such as Central Promenade, Pier Gardens and Ross Castle. Guest houses and hotels also opened to provide accommodation for the tourists, the oldest of which is reputed to be Dolphin Hotel, situated on Alexandra Road.

During the past century, people have flocked to the town to enjoy its tourist attractions, beaches and sea views. Today, its primary purpose has evolved from a family holiday location to a destination for day trips. It must continue to evolve as a resort but also as a quality place to live.

HISTORY

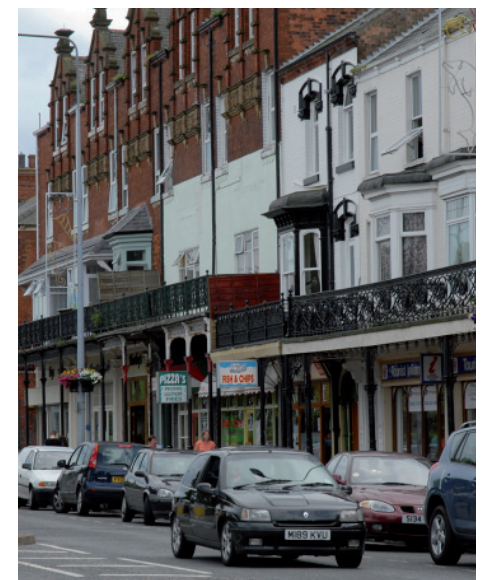
Cleethorpes does not have rich archaeological deposits, but because of the local pride in the town the information contained in the scattered archaeological deposits is important. It is known that Cleethorpes was settled by people as far back as the Bronze Age as one of their burial monuments, a Barrow, is still standing in the community cemetery.

The Cleethorpes' of today began its existence as three separate villages - Itterby, Oole and Thrunsoe - which eventually merged together. Until the nineteenth century, Cleethorpes existed as a small fishing village.

(Referring to Cleethorpes Pier:)

"The saloon is pretty & elegant...here a band plays daily and occasionally there is a little mild dancing but nothing uproarious"

John Heywood's Illustrated Guide to Grimsby & Cleethorpes, 1891



Alexandra Road



Sea View Street



North Promenade



High Street



St Peters Avenue

CHARACTER AREA:

TOWN CENTRES: CLEETHORPES....

LINKS & GATEWAYS

Like Grimsby, Cleethorpes is an 'end of the road and rail line' location. However the A180/M180 and railway do offer a relatively quick connection to the rest of the UK and therefore act as a 'visual window' to the towns. The A180 can suffer from congestion during peaks in the tourism season.

Because Grimsby and Cleethorpes merge together through their homogenous townscapes, the arrival to Cleethorpes by road is underwhelming and indistinct.

The train station is situated in a very accessible and central location on the seafront with regular rail services are provided between Grimsby and Cleethorpes, however people travelling by train have a poor arrival experience. They are greeted by the plastic signs of a run-down amusement arcade in a dark, narrow alleyway without welcome or signage to the town centre, giving visitors a very unsatisfactory first impression of Cleethorpes.

MOVEMENT

The main vehicular route through Cleethorpes town centre is Alexandra Road/Kingsway which runs along the seafront and forms the link between the main roads in and out of Cleethorpes (the A180 and the A1098). This is the most direct vehicle route between the Lakeside and Arena and the Central Promenade/St Peters Avenue shopping and tourist area. Vehicles can travel easily throughout Cleethorpes providing the traffic is not busy, which it can be on weekends during the high season. The congestion and need for convenient resort car parking creates a tension that needs resolution.

However this spine severs the different uses of the town as the road is a busy vehicular thoroughfare with the town's tourist attractions on the coastal side and the town's local and residential centre on the inland side. There are few pedestrian crossings along the road causing poor pedestrian links between the retail centre and the town centre.

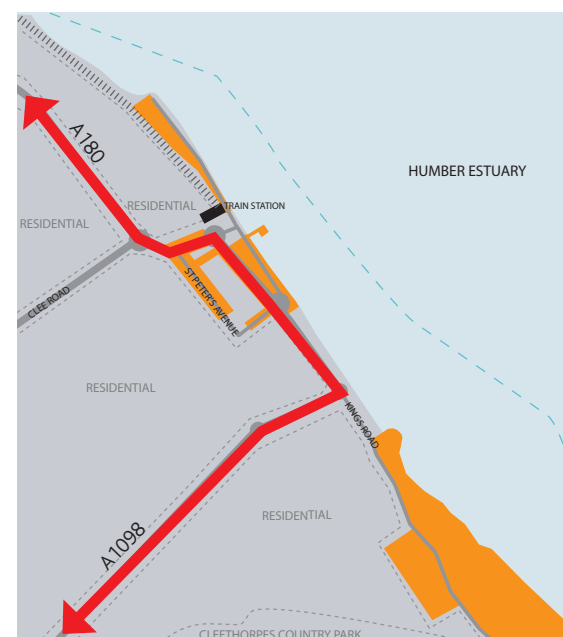
From a pedestrian point of view, conditions are affected by road and vehicle dominance but also from the spread-out nature of the town and resort. In addition the difference in levels, and separateness of the seafront from the town centre and high street is also a key issue. Linking the two is therefore a great opportunity.

URBAN FORM

The town's urban form is generally good with the major exception being North Promenade. This area is characterised by large, low-rise leisure units which are open infrequently and which when closed, have shuttered, inactive frontages. Another exception is High Street, a key route into Cleethorpes that should provide a good first impression of the town, but which currently has a poor urban form dominated by low-quality buildings and a wide, traffic-dominated road.

The majority of the buildings in Cleethorpes are two/three storeys tall with a few distinctive landmark buildings scattered amongst them, for example The Point, a block of apartments on Alexandra Road at the top of Sea View Street. Another building which stands out on the skyline is the Water Tower at Chapman's Pond that is visible when travelling along Alexandra Road.

Cleethorpes has a variety of building forms, from Victorian terraces to modern, low-rise leisure units. The Victorian buildings were built following the arrival of the railways. This meant materials could be brought quickly and easily to the town, allowing the use of cheap, mass-produced bricks and Welsh slate to replace its traditional vernacular style. The Victorians added lavish window details to their buildings with some of the designs being widespread throughout Cleethorpes and Grimsby yet not seen anywhere else.



Plan show main vehicular route through Cleethorpes centre

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During the 1960s, poor quality concrete buildings, using a modern type of mass-produced material, were built in the tourist areas of the town to house arcade and amusement buildings and other leisure facilities. These large buildings are out of scale with the character of the rest of the town, dominating their surroundings and lowering the impression of the quality of the architecture in Cleethorpes. This difference in materials and quality causes the historic and modern forms to jar together creating a mismatched architectural style.

The town has a dense urban form around the retail core which becomes looser towards Lakeside and the suburbs. This reflects its historic development, especially since Victorian times, when most visitors would have arrived by rail, making the area around the Central Promenade, the pier, Alexandra Road, High Street and St Peters Avenue the key locations.



North Promenade



Market Place

TOWN CENTRES: CLEETHORPES....

SPACES

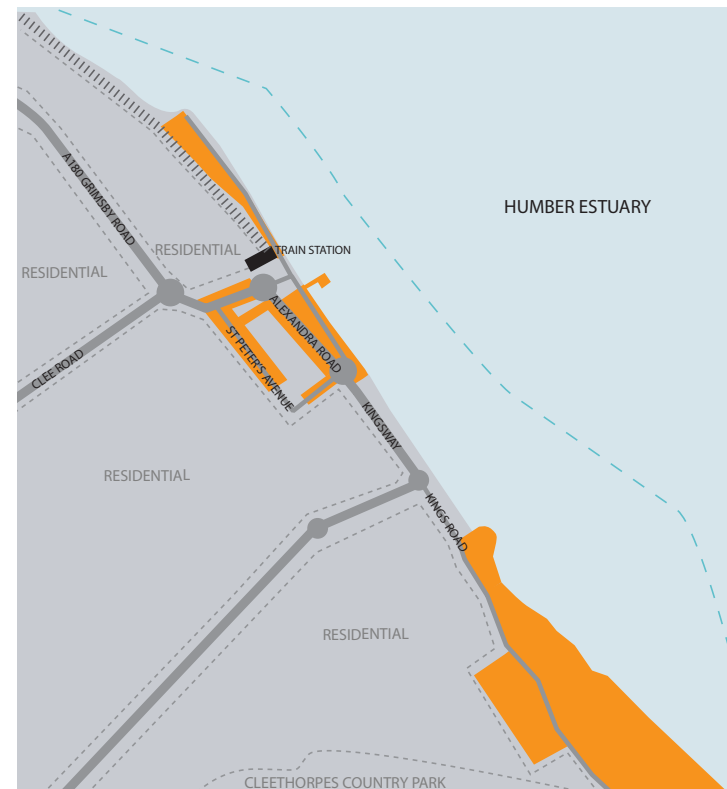
Generally Cleethorpes has a variety of spaces, from the enclosed areas of Market Street, Sea View Street and St Peters Avenue to the wide-open expanses of Lakeside Park, the promenades, beach and salt marshes. However there are often quality issues with the condition of spaces and their surrounding uses, and sometimes the dominance of the car.

The prime shopping street, St Peters Avenue, is a better experience for pedestrians as the pavements are wide, the vehicle space is narrower, there are trees along each side and it is an active and vibrant area. However its environment could be upgraded and be better linked to the seafront.

Although superbly located, the train station suffers from the lack of a distinct arrival space. It is close to the seashore and local amenities as well as the tourist attractions of Cleethorpes centre, with the potential to be a welcoming and significant space. However the area is dominated by low-quality arcade buildings which enclose the arrival space. Adjacent to this area are Sea Gardens and Sea Road - which is one of Cleethorpes' key spaces, because of its location and its connections. Sea Road is the predominant pedestrian and vehicular link between the seafront and Alexandra Road as well as providing access to North Promenade, Central Promenade and Cleethorpes Pier. However its use as a public space is currently hampered by the bus stands positioned around it which makes it a vehicle dominated space. It has the potential to become Cleethorpes' premier public space and due to its size and location, could provide a significant venue for public events, markets, gatherings and public art installations.

Cleethorpes has a promenade running along the entire seafront which links North Promenade to Lakeside and provides approximately two miles of open space. North Promenade leads away from Sea Road to the North. Whilst the beach and the promenade themselves are clean and tidy, the key problem is the quality of the buildings along the sea front and the lack of any significant destinations or landmarks on the promenade. A fundamental regeneration of North Promenade is needed, either to reinvigorate the tourist facilities or to accept that the resort is spread too thinly and reinvent it as a place for living.

The main public spaces in Cleethorpes are Central Promenade and Pier Gardens which are prime open spaces, providing a focal point for the town. There is a sizable change in level between the two areas, impacting upon their spatial quality and creating a different atmosphere in each space.



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At the lower level on Central Promenade, there is a wide pavement for people to wander along the seafront. There are a number of positive features along it such as cafes and historical attractions, for example, Ross Castle and the Art Deco steps and associated kiosk, designed by The Mawson Practice, who were leading landscape architects of their time. However there are also some features which let the area down such as poor-quality arcades, retail units, the waterfall and the dominance of both traffic and parked cars along the seafront.

Pier Gardens perches above Central Promenade providing one of Cleethorpes' prime open spaces. The park was remodelled by The Mawson Practice and is a well-used sitting place due to its central location and slightly elevated position, which is set back from the road. If the garden's identity was sensitively updated the gardens could be a prime catalyst for the regeneration of the whole area surrounding it.



St Peters Avenue



Train Station



Sea Road



Pier Gardens

CHARACTER AREA:

TOWN CENTRES: CLEETHORPES....

Lakeside and the Boating Lake area are one of Cleethorpes' premier green spaces, but they suffer from confusion about their landscape character. The area has a key setting within the landscape, providing a green space next to the shoreline. It offers both a formal green space set around the boating lake and has the unique advantage of open and unrestricted access to Cleethorpes' southern beaches, a natural haven bordered with sand dunes and designated an SSSI site and Local Nature Reserve as well being part of the Humber SPA.

Lakeside and the Boating Lake are promoted as a visitor attraction for tourists but are also vital outdoor destinations for local residents who enjoy the space they offer. Within the park is the newly-redeveloped Discovery Centre which houses a museum and a cafe.

Between Lakeside and the beaches, there is a coastal path which leads from the North Promenade to the Humberston Fitties Caravan Park at the southern end of Cleethorpes. The path has a cycle lane and is accompanied at certain points by sections of the Cleethorpes Light Railway, which is soon to be extended. Numerous boardwalks between the sand dunes lead from the coastal path to the beaches. The sand dunes shelter the path from the elements and frame the glimpses of the sea between them. There are various features along it such as derelict beach huts and a signpost marking the meridian line - as Cleethorpes is the first town the meridian line passes through after leaving the North Pole.

The current urban realm improvements to the area are looking to create an improved sense of place at Lakeside. The area is being developed to become an asset for the town and resort.

Adjacent to Lakeside is the Meridian Lakeside which contains retail and leisure units. Currently the two areas act independently of one another as they are divided by Kings Road, however with enhanced links and a more cohesive approach, the area could further boost it's appeal as leisure zone catering for both formal (such as the cinema) and informal (such as walking in the park) leisure activities.



Meridian Lakeside



Pier Gardens



Lakeside

CLEETHORPES SUMMARY

KEY CONSIDERATIONS

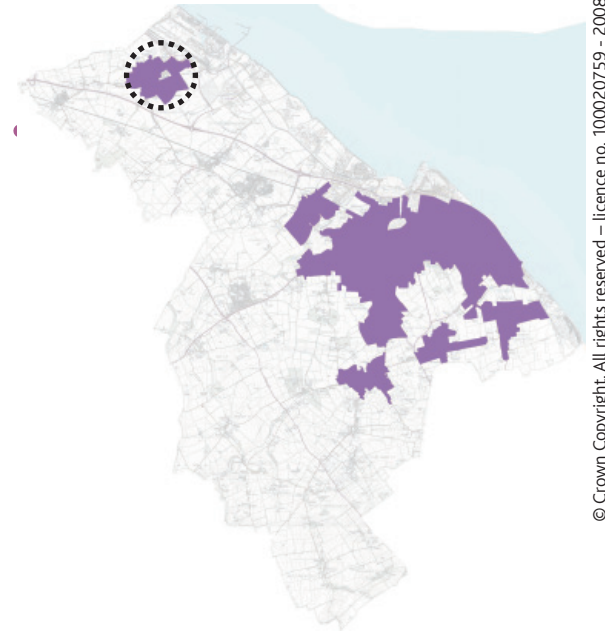
- Continue to update the resort offer, cater for day trippers but encourage weekend breaks
- Drama needed for road and rail arrival
- Legibility for vehicle approaches and parking to reduce congestion
- Evolve town into a living place as well as a resort
- Connect retail core with seafront
- Station and Sea Road as key gateway and linkage space
- Bold strategy needed for North Promenade
- Conservation of Victorian legacy
- Restructure areas of 60's and 70's development
- Update and renovation of Central Promenade and Pier Gardens
- Continue to develop Lakeside Park as tourism and district park and clarify landscape



Boardwalks leading from Lakeside to the Salt Marshes

CHARACTER AREA:

TOWN CENTRES: IMMINGHAM...



Location of suburban areas in purple

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OVERVIEW

- Small town dominated by Port of Immingham
- Port and industry dominates skyline
- Port of national and global importance
- Suburban character with pockets of Victorian architecture
- Kennedy Way shopping centre area acts as a focal point

CONTEXT

Immingham is a small town about six miles north west of Grimsby with a population of approximately 11,000 people. The town is dominated by the Port of Immingham which occupies a similar-sized amount of land as the town itself. The Port is the primary reason for the economic success of the Humber Bank area.

HISTORY

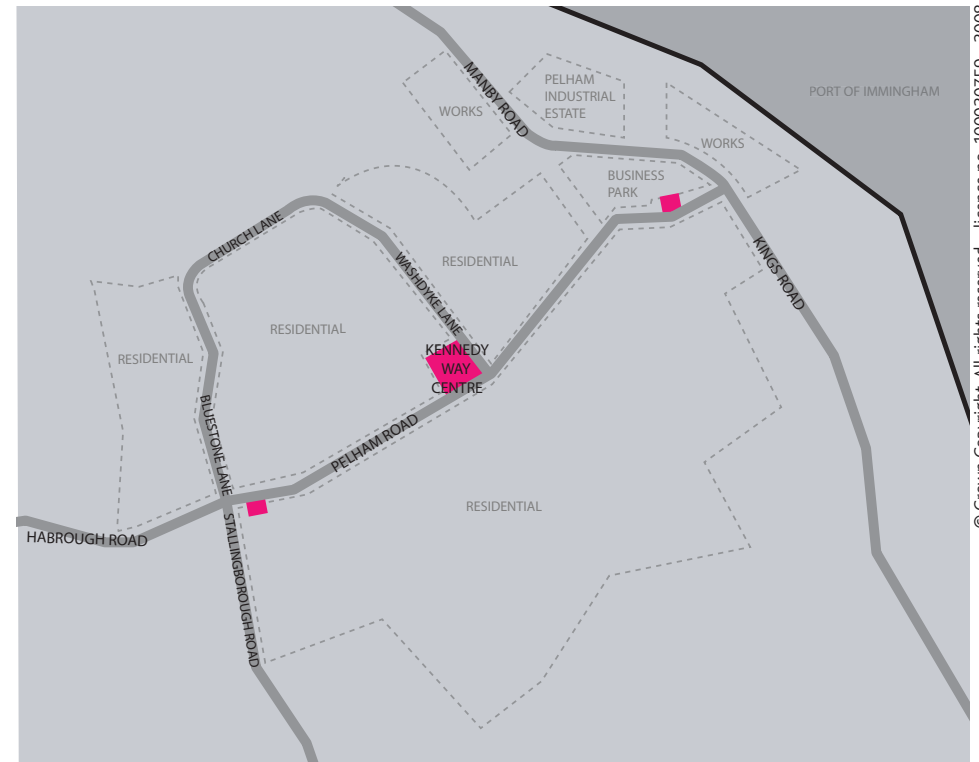
Immingham's history dates back to medieval times. A small area of the Western end of Immingham contains archaeological deposits relating to when the town was a small agricultural village. Unfortunately little is known about the archaeological deposits in Immingham but that makes anything learnt from them all the more valuable.

The Pilgrim Fathers set sail to Holland from Immingham in 1608 from a location which is now within Immingham Port's boundaries. Until the turn of the twentieth century, Immingham was a rural village dependent on agriculture. The arrival of a railway link to the port during the second half of the nineteenth century encouraged speculators to make use of Immingham's location at the mouth of the Humber Estuary, where they built a deep sea dock to rival that of Kingston Upon Hull's. The increased prosperity of the docks created a corresponding increase in Immingham's population level. The port began to grow significantly after the Second World War with an expansion in the use of the dock, especially by chemical and petroleum industries.

LINKS AND GATEWAYS

Immingham is reached only by road via the A160, A180 and A1173 following closure of its rail link in 1961. Buses now provide the public transport link to Grimsby, with the journey taking approximately half an hour compared to fifteen minutes by car. There is also a long-distance footpath to Grimsby.

The gateways to Immingham are very different depending on whether the arrival is from the north west or the south east. From the north west, the first impression is of the heavy industrial mechanisms of the oil refineries at South Killingholme and the Port of Immingham which dominate the landscape and skyline. Closer to Immingham, there are three industrial estates and a business park which provide a poor impression upon arrival at the town. From the south west, the town is approached through the flat, open agricultural lands which surround Immingham to the west, although the port is visible in the distance. Both routes link to Pelham Road which currently acts as the link between the two A roads and is the centre of Immingham.



Plan shows the main routes through Immingham.

■ Local Shopping Centres

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TOWN CENTRES: IMMINGHAM.....

IMMINGHAM SUMMARY

URBAN FORM

Immingham is bordered to the north east and the south west by well-used arterial routes. These roads form a natural barrier to the town and enclose it, giving Immingham its compact form. The town is a very legible and easily understood place due to this compact size.

The town is separated from the Humber Estuary by the Port of Immingham. The town is predominantly a residential place, characterised by post Second World War housing. There are mainly semi-detached and detached one and two storey houses along with a small housing estate containing six tower blocks.

The key street in Immingham is Pelham Road, which is the main route through the town and which hosts much of Immingham's amenities, such as the Kennedy Way Centre, local shops and the town's secondary school. The town has developed outwards from this road which is a wide, tree-lined street which has grass verges separating the pavement from the road. Washdyke Lane leads off Pelham Road and forms part of a loop around Immingham to the north and links to Church Lane. Church Lane is close to the site of the medieval village of Immingham, which is now a golf course. The streets of Immingham generally offer a positive impression of the town as a comfortable and spacious place to live.



Tree-lined street in Immingham

SPACES

The Kennedy Way Centre is a key focal point of the town. However it is one which is in a state of disrepair. It was built in the 1960s to house shops, a civic centre and to provide residential accommodation above the ground floor uses. It has a large car park to the rear and a grassed area to the front, and occupies a prime location within the town.

The facilities which surround the Kennedy Way Centre reinforce its role as the central public space of Immingham. Immingham Sports Centre, the new and soon to be completed Oasis Academy secondary school and a supermarket are all within a very short distance of the Kennedy Way Centre making it the natural heart of the town.

The centre is however very inward looking, with the shops facing onto a poorly-maintained central square which is separated from the road. Many of the retail units are empty leading to an environment surrounded by permanently closed shutters. The centre therefore feels isolated and underused and is not a welcoming place to be.

As the centre's location makes it the natural 'hub' of the town, the centre should be a more noteworthy place which could contribute more positively to the town, and thus provide a significantly better impression of Immingham to residents and visitors alike.

Immingham's green spaces are mostly rather featureless playing fields, which are positioned on the periphery of the town. The town's only park, Pilgrim's Park is located opposite St Andrews Church. Although it is overlooked by the houses surrounding it, there is a feeling of isolation and it looks neglected. It is where the monument to the Pilgrim Fathers is currently located - the monument was originally installed at the exact point on the Humber Estuary from where the Pilgrim Fathers set sail, but was later moved when the Port of Immingham expanded.



St Andrews Church



Pilgrim's Park

KEY CONSIDERATIONS

- Kennedy Way Centre under performs as the heart of Immingham
- Approaches dominated by industry and port on skyline
- Pelham Road is the key spine
- Capitalise on location next to Port
- Greenspace enhancements
- Use Pilgrim Fathers heritage

CHARACTERISATION OF BOROUGH

From the analysis, the Borough of North East Lincolnshire is broadly defined as four distinct zones.

Zone 1: Urban Centres

Grimsby Town Centre plus Freeman Street, Alexandra Dock, Fish Docks and A180 corridor; Cleethorpes Town Centre and Promenades; and Immingham Centre

Zone 2: Suburbs

Wider, mainly residential, urban areas of Grimsby, Cleethorpes, Immingham, Habrough, Healing and Stallingborough, Laceby and Aylesby, Waltham and Humberston

Zone 3: Villages and Rural Areas

The rural areas and villages

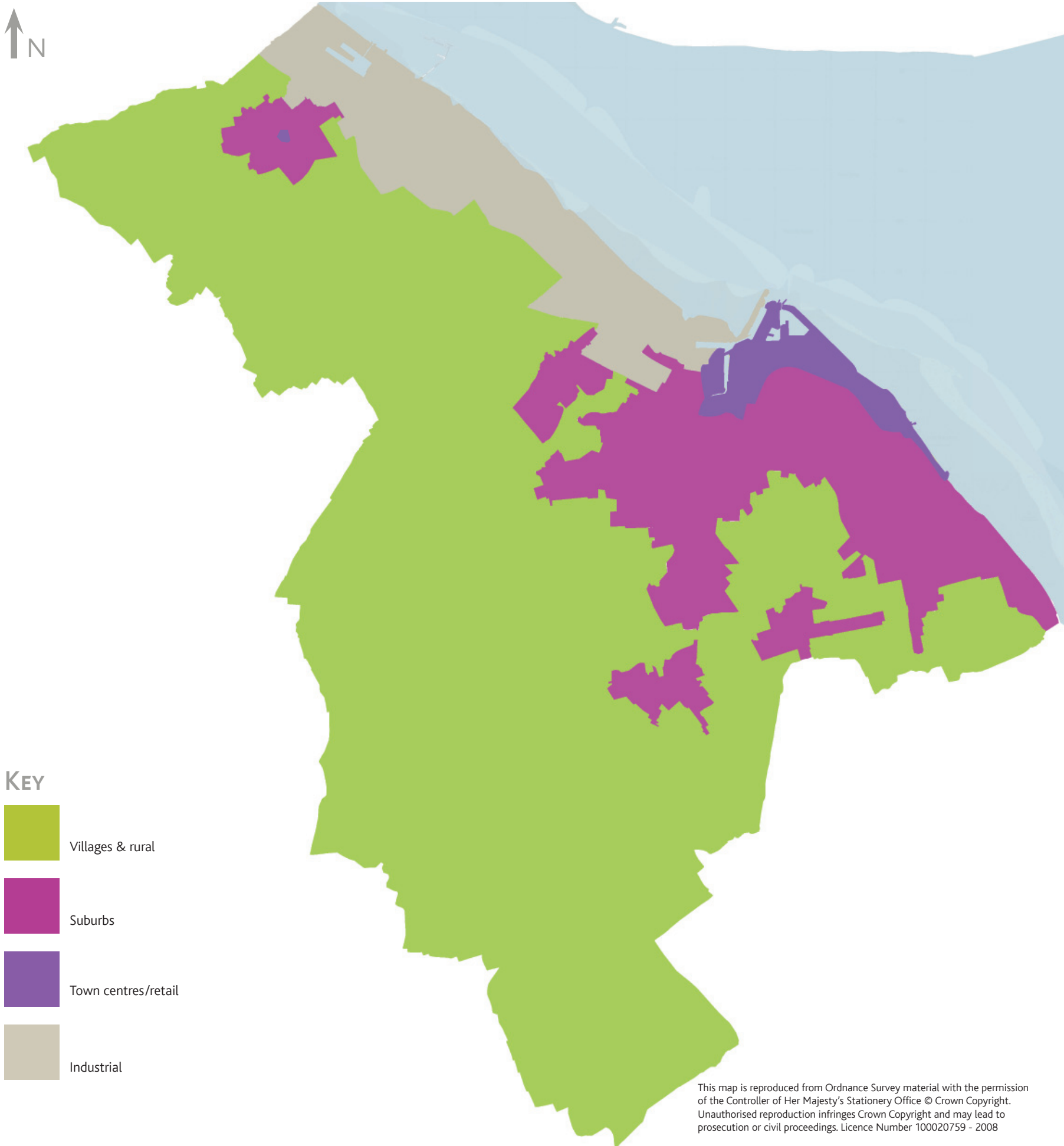
Zone 4: Industry

Vast areas of industry which dominates the Humber estuary

SWOC ANALYSIS

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	CONSTRAINTS
URBAN CENTRES	<ul style="list-style-type: none"> Lively and well used Compact & walkable Mix of shops Some pedestrianisation Close to water (Grimsby & Cleethorpes) Car parking & bus stations close by Indoor/outdoor spaces in Grimsby 	<ul style="list-style-type: none"> The waterfront has been somewhat neglected Lack of evening/night time facilities Train station arrival impressions are poor Some badly-maintained areas Pedestrian links to residential areas underdeveloped or unsafe in Grimsby Cleethorpes shops and entertainment poorly connected not well-linked up 	<ul style="list-style-type: none"> Create vibrant arrival points for pedestrians, cyclists & vehicles Link up the shopping areas of Cleethorpes Make use of the waterfronts Enhance pedestrian access from all areas 	<ul style="list-style-type: none"> Existing buildings/developments along the waterfront Shopping Areas detached from waterfront
SUBURBS	<ul style="list-style-type: none"> Numerous open spaces/amenity spaces adjacent to residential areas Mix of housing styles & ages Good road links to town centres Many designated cycle lanes Small shopping 'centres' throughout Local schools 	<ul style="list-style-type: none"> Greenspaces generally of a low quality and lacking positive roles Children's play areas often neglected Some cycle lanes are along busy roads which are interrupted by parked cars Shopping 'centres' look worn Cars dominate spaces 	<ul style="list-style-type: none"> Improve green spaces - with involvement of local community Regenerate children's play areas - involve local people in their design Revamp shopping areas & their surroundings Make cycling/public transport/walking a viable alternative to the car 	<ul style="list-style-type: none"> Reliance on private car use Vandalism of parks is rife in some areas Cost of children's play equipment and maintenance Need for private sector investment in local shopping centres Youth culture
VILLAGES & RURAL	<ul style="list-style-type: none"> High quality landscape character Number of conservation and landscape character designations Compact villages with strong character Remote location/rural setting Active agricultural landscape Area of Outstanding of Natural Beauty 	<ul style="list-style-type: none"> Poor distinction between villages Signage often unclear Pressures from in fill development Affordability of housing No conservation designations to protect the area 	<ul style="list-style-type: none"> Preserve rural character Promote & protect wildlife habitats Preserve village character Promote village community Encourage rural economy Links to urban centres 	<ul style="list-style-type: none"> Public transport links to urban centres
INDUSTRIAL	<ul style="list-style-type: none"> Some historical & distinctive buildings Historical context Proximity to water Employment Visitors generated Landmark buildings - i.e. the dock tower Film location 	<ul style="list-style-type: none"> Access Odours from industrial uses Scrappy & under maintained public areas Underdeveloped Single-use areas therefore no diversity No destinations Poor signage (fish docks) Much of land is wasteland Impact of existing port and industry on local communities 	<ul style="list-style-type: none"> Screen off unsightly areas Emphasise positive landmarks Deal with odours Focus of waterfront access Create a mix of uses to attract a mix of people and enhance atmosphere Tidy environment up Build upon historical nature of area 	<ul style="list-style-type: none"> Existing industrial uses - cost of relocation Need local as well as business interest and enthusiasm for development Train track divides fish docks from Grimsby town centre - restricting access A180 flyover restricts access Investment needed to create attractive town centre links to docks (Freeman Street)

CHARACTER ZONE PLAN

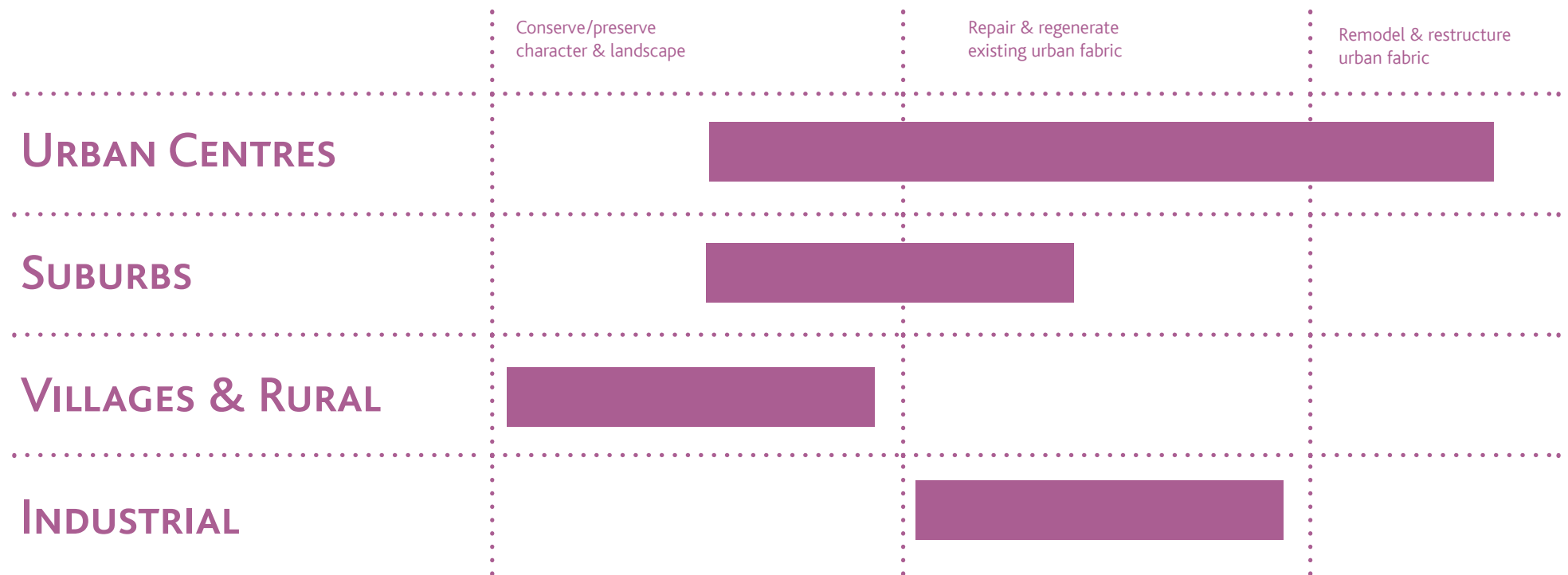


KEY

-  Villages & rural
-  Suburbs
-  Town centres/retail
-  Industrial

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TYPES OF INTERVENTION.....A MATRIX FOR CHANGE



The matrix shows that each character area requires a different emphasis in order to raise the quality of the built environment. This matrix provides a strategic overview on the level of resources and investment that should be focused on the various areas of the Borough. In broad terms:

- The Urban Centres are where the focus for regeneration is most beneficial for the Borough and where there are significant areas of land that require redevelopment.

The areas that provides the greatest opportunity for restructuring and remodelling are:

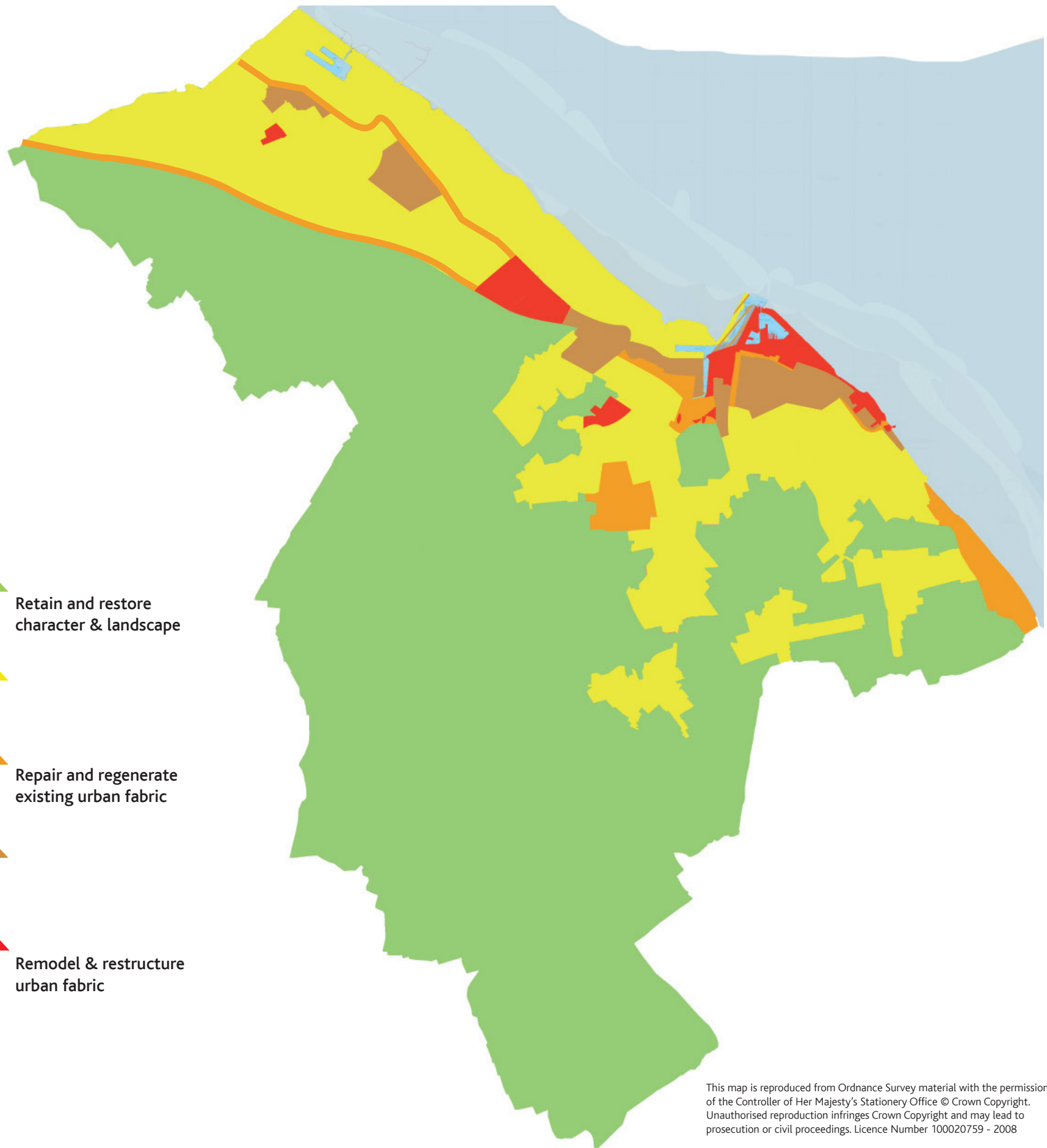
In Grimsby, the Fish Docks, Alexandra Dock, parts of Freeman Street and the industrial land/retail park that lies to the west of Freeman Street. In Cleethorpes, North Promenade, High St/Market Square and the Pier area; and in Immingham the Kennedy Way shopping centre and the industrial estates along Manby Road.

- The vast swathes of the industrial port along the Humber Estuary is an area that requires repair but as it is within private landownership the areas around its periphery will take on the role of integrating this land use into the area.

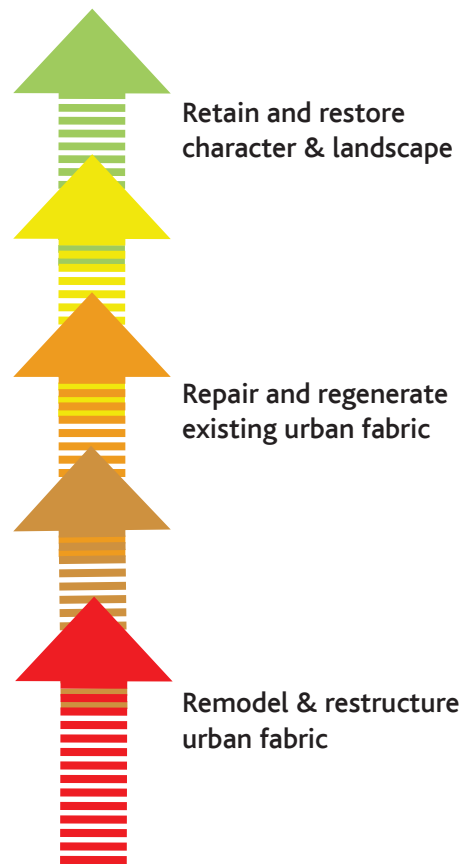
- The suburbs generally need little intervention. Some of the more run down estates and housing areas require a higher degree of repair and even remodelling in some instances. The local retail centres have also been raised as areas that will require a degree of repair.

- The rural areas and villages generally require conservation, to preserve the village character and form and the landscape setting within which they sit.

LEVEL OF INTERVENTION PLAN



KEY



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