



3

Urban Design  
Framework

# URBAN DESIGN FRAMEWORK

## 1. Urban Centres

### Grimsby

- Grimsby Objectives
- Introduction to Grimsby 'Zones'
- Type of Intervention
- Urban Design Principles
- Land Use
- Urban Form
- Architectural Quality & Detailing
- Building Frontages
- Creating a Sense of Enclosure
- Building Heights
- Key Buildings & Structures
- Summary Table for Urban Design Framework

### Cleethorpes

- Cleethorpes Objectives
- Introduction to Cleethorpes 'Zones'
- Degree of Intervention
- Urban Design Principles
- Land Use
- Urban Form
- Architectural Quality & Detailing
- Building Frontages
- Creating a Sense of Enclosure
- Building Heights
- Key Buildings & Structures
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### Immingham

- Urban Design Principles
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## 2. Suburbs

- Urban Form
- Density
- Scale & Enclosure
- Safety
- Suburban Centres
- Permeability
- Character
- Orientation
- Views
- Vehicle Dominance
- Sustainability
- Services

## 3. Villages and Rural Areas

- Form
- Size
- Density
- Character
- Orientation
- Village Centres
- Views
- Access
- Vehicle Dominance
- Urban Realm

## 4. Industrial Areas

- Legibility
- Positive Contribution to Place
- Scale & Massing
- Access
- Urban Realm
- Buildings and Structures





# 1. URBAN CENTRES **GRIMSBY**

## Grimsby

- Grimsby Objectives
- Introduction to Grimsby 'Zones'
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"Reconnecting a town centre and its docks back together"

# GRIMSBY URBAN DESIGN FRAMEWORK

This section of Urban Design Framework is focused totally on Grimsby.

It aims to provide a clear overview of the urban design aspirations and essential new built form for the town centre and builds on the analysis from Section 2. Fundamentally it is hoped that the guidance will shape the town's image and be used to revitalise Grimsby's sense of place and legibility. The section starts with key urban design objectives for the town and the six 'Grimsby zones' and then covers the overarching themes of:

- Land Use
- Urban Form
- Architectural Quality and Detailing
- Building Frontages
- Enclosure
- Building Heights
- Key Buildings and Structures



The Grimsby Dock Tower



View towards Alexandra Dock



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## GRIMSBY - OBJECTIVES

The following objectives form the basis of the framework for Grimsby and yardsticks which any new development or projects should be measured against:

### Repair Urban Fabric

Repair the overall grain and built density of the town to create a denser more vibrant whole, that is human in scale and well structured.

### Making Connections

Stitch the town centre together through a network of streets and spaces; Improve the legibility and permeability of the town and make it easier to move around and access.

### People-Orientated Place

Create an environment that enhances the way in which the inhabitants of Grimsby live, work and play. A place that encourages street life, activity, healthy living and a strong sense of community; a place that is designed around people.

### Raising Aspirations

Deliver a step change in quality and commitment to design standards; striving for a higher quality of design, delivery and management of the town.

### Rediscovery of Grimsby's Distinctiveness

Draw on Grimsby's assets to promote unique 'place'; make Grimsby a town to be proud of; improve the perceptions and first impressions of the town. Developing the identity and distinctiveness of the character areas and zones.

# GRIMSBY - THE ZONES

The analysis in Section 2 identified a series of zones (or quarters) and key considerations to be addressed.

The Urban Design Framework builds on the zones or quarters so that each would have a distinctive character and function within the town centre. These zones help to articulate the currently sprawling urban fabric, into a more legible piece of townscape:



## The Fish Docks

Proposed new zone for the town, using the unique setting of the Fish Dock, to create a vibrant, mixed use development, blending existing industrial uses and heritage with new businesses and residential communities.



## Retail Core and Retail Fringes

Reinforce the existing retail core as the civic centre for the town and make it more accessible and pedestrian orientated. Strengthen the retail edges and improve the sense of arrival to the town.



## The A180 Corridor

The A180 forms the spine and main artery to Grimsby and Cleethorpes. It forms the 'window' to the town centre and the first opportunity to change the perceptions of the place.



## Freeman Street

Freeman Street is the original docks 'High Street' and residential suburb. Redefine Freeman Street as a vibrant secondary local/specialist shopping centre. Enhance this important historic street to create a strong community focus for the surrounding area. Improve connectivity with nearby suburbs and reinforce the axis/link between the town and the Fish Docks.



## Alexandra Dock

Proposed new zone for the town using the unique setting of the Dock to create a distinctive new community based on leisure and residential uses. This zone provides the opportunity to extend this area outwards to create stronger connections between the retail core and the rest of the town centre.



## Urban Mixed-Use Area

A proposed new community for Grimsby, with the creation of a more diverse and sustainable community that incorporates retail, local business, and residential. Could incorporate a major attraction such as a sports stadium/facility or a university campus that acts as a focus to this area.