

GRIMSBY - LAND USE

The framework proposes a mixture of different uses for the Grimsby town zones. These support the recommendations of the 'Grimsby Strategic Framework Plan' (2003) and the broad land use designations of the North East Lincolnshire Local Plan.

New land uses have been recommended where compatible with existing uses. Existing employment uses should be retained as far as possible

The proposed main land use types within the town zones are as follows:

The Fish Docks

This unique area needs to capitalise on Grimsby's timber & seafaring heritage and create a new mixed-use zone incorporating:

- Residential
- Light Industrial
- Retail
- Leisure
- Hotel

The A180 Road Corridor

This route into Grimsby provides opportunity to maintain and develop the area with the following primary uses:

- Port / Docks
- Light Industry
- Office

Alexandra Dock

This waterfront should develop as a leisure development with other mixed uses incorporating:

- Residential
- Retail
- A3 uses

Retail Core & Fringe

Consolidate the existing retail focus with in-fill development north of the Railway Station into the surrounding retail fringe areas.

- Retail
- Business
- Residential

Freeman Street

New development on Freeman Street should be mixed-use with retail units on ground floor and residential or small office units on upper floors. New community uses could also be provided to serve the emerging 'Urban Mixed-Use Area' and the existing housing estates to the east of Freeman Street.

- Residential
- Retail
- Business
- Community

Urban Mixed-Use Area

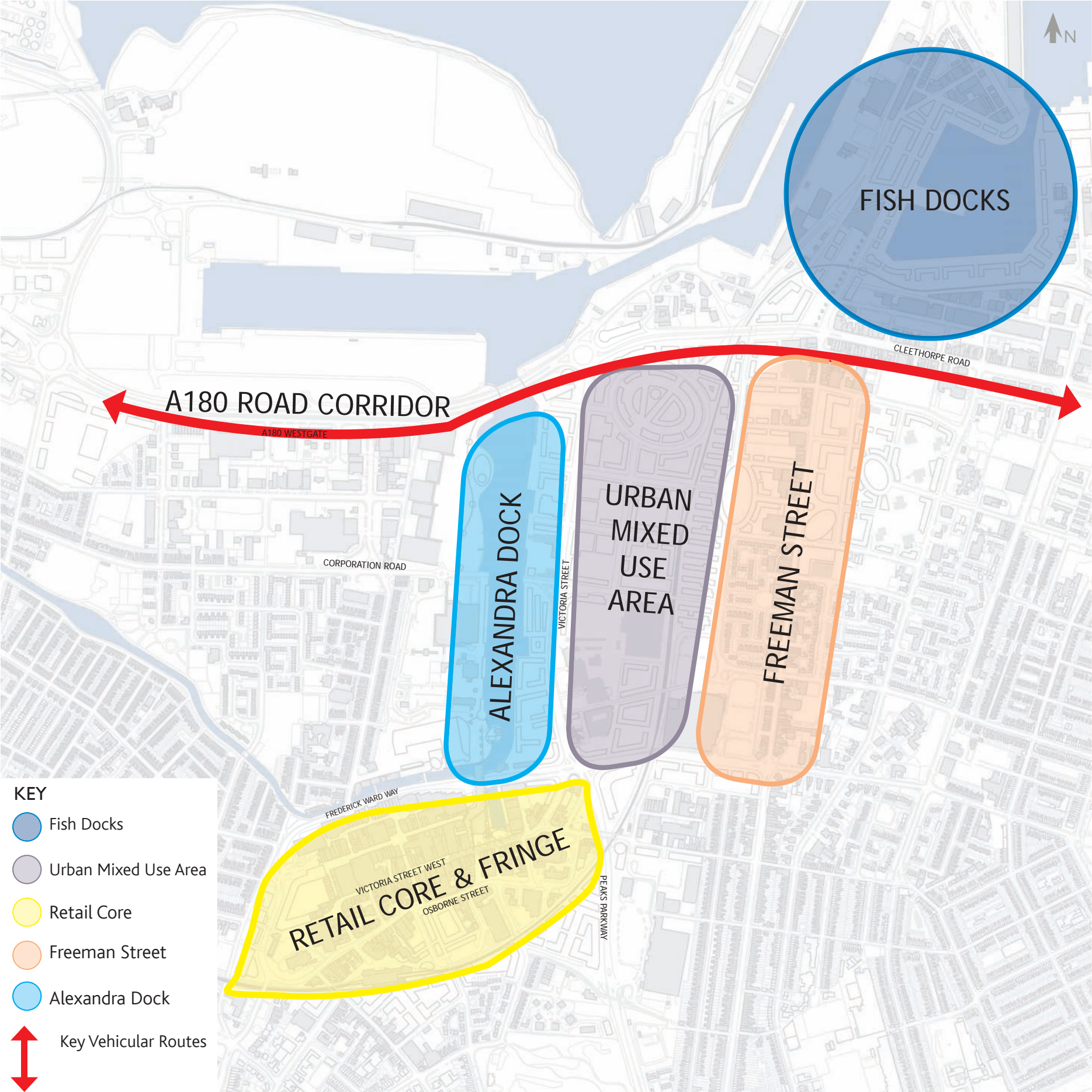
This newly defined mixed-use provides significant opportunity to create a more diverse and dynamic area, incorporating:

- Retail
- Business
- Residential



Europarc

LAND USE PLAN



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GRIMSBY - URBAN GRAIN, DENSITY & MASSING

Urban grain

The framework proposes an urban grain that is based on extending the existing historic network of streets and spaces through the town. This helps to reinforce the existing strong grid pattern, improve legibility and minimise the severance caused by the main roads and railway line.

The following general principles apply:

- Keep the existing grain of streets and blocks in the 'Retain and Restore' and 'Repair and Recovery' areas
- Where 'Remodelling and Restructuring' is required, particularly around the proposed Urban Mixed-Use Area, a strong street pattern is required with direct east-west links needs to be promoted. This sub-division of larger urban blocks has the benefit of linking Freeman Street to the new Urban Mixed Use Area and then to Alexandra Dock and to the town centre.
- Avoid closing or building over existing streets.
- Avoid continuous monolithic development along sides of dock areas. Subdivision of blocks provides the opportunity to create distinctive architectural solutions and a variety of building lines to provide a more visually interesting street scene.
- Avoid gated communities.

Density

Developments should have sufficient density to support mixed use areas, good public transport and the town centre.

Massing

The mass and scale of new development, particularly around the Docks and within the town centre, should be in keeping with the existing scale and character of Grimsby.

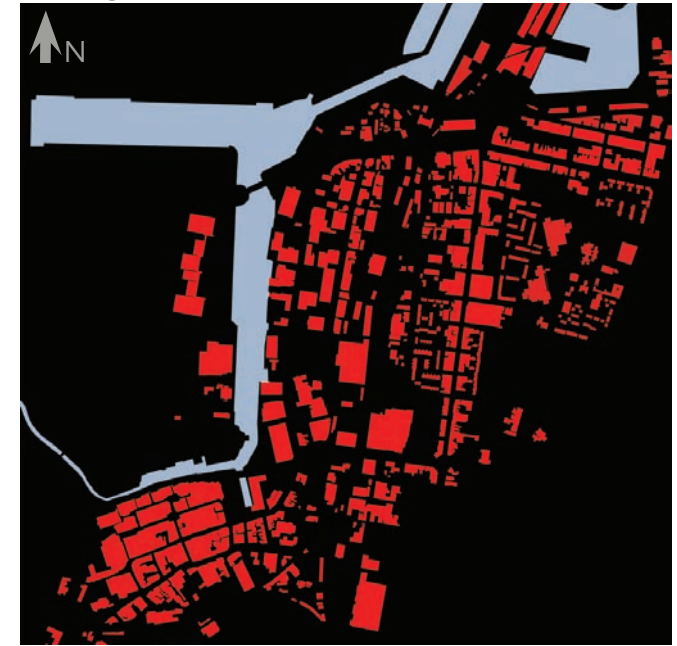
Urban form and layout

New developments should have active frontages directly facing onto the street with rear servicing. This layout has the advantage of creating not only an attractive street scene, but also provides enclosure to the rear for containing service areas as well as providing better public realm.

Design of the space around a building's curtilage is an important consideration. A well designed space, with attractive landscaping, can help to contribute to pedestrian amenity and draw people into the building. The space should not be dominated by unsightly utilities such as car parking or rubbish storage that would have a detrimental effect.

The sketch opposite shows how this may be achieved.

Existing Urban Grain

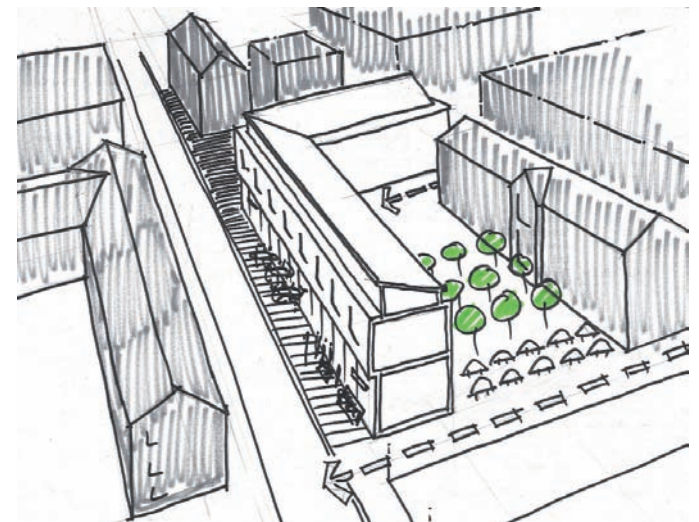


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Proposed Urban Grain



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ARCHITECTURAL QUALITY & DETAILING

Architectural Quality

The framework aims to achieve a high standard of architectural quality in all new developments. Consistency in the application of architectural standards will achieve this and help create coherent urban form throughout the Grimsby zones.

The level of quality and intervention is investigated further in Section 4 - Public Realm.

Environmental design is a critical component of architecture. It is important to ensure that best practice methods of energy efficiency and recycling are incorporated.

The key principles for sustainable architecture need to be considered and incorporated into design and development including:

- Adhering to the current Building Regulations with regards to addressing energy efficiency.
- Building Research Establishment (BRE), new developments should achieve a 'very good' rating in terms of overall energy efficiency.
- Flexibility and adaptability of new buildings is key to sustainable architecture. Buildings that are adaptable and capable of responding to changing social and economic needs are by definition sustainable.
- Building facades should be orientated to maximise solar gain and additional insulation should be used to control gains and losses.
- Re-use of demolition materials such as brick and stone.
- With a River and Docks, there is potential for Grimsby to capitalise on Sustainable Urban Drainage Systems ('SUDS') to help delay water run off from hard surfaces to watercourses, thus reducing the risk of localised flooding, pollution and environmental damage.
- Where appropriate, mechanisms for harnessing alternative power supplies such as photovoltaic cells and Combined Heating Power Systems (CHP) should be considered as part of the design for new buildings.



Example of good architectural detailing

Architectural Detailing

Attention to detail is an important consideration to a new development.

It is important to consider the following:

- Articulation of building facades with projections or recessions in the elevations.
- Use of fenestration or window details - larger building forms benefit from detailed design which helps to reduce the appearance of the building mass and provides visual interest.
- Incorporation of art or sculptural elements offers the opportunity to create a unique image for a building or its context.
- Lighting of buildings, bridges and landmarks at night has the potential for dramatic effects. The presence of water in the docks provides excellent reflective potential.
- Use of materials is important. Contemporary buildings can be striking in their appearance and detail or suitably elegant and refined, taking account of the built heritage surrounding it. In all cases, architectural fashion is to be avoided to ensure a timeless and lasting aesthetic. Preference should always be given to high quality materials which will last well throughout the building's lifetime.

GRIMSBY - CREATING A SENSE OF ENCLOSURE

Enclosure is defined as the space between buildings. Building elevations and the cross-sections through public spaces should be scaled to create a sense of enclosure so that streets and squares are defined by appropriately-scaled buildings and/or trees fronting onto them.

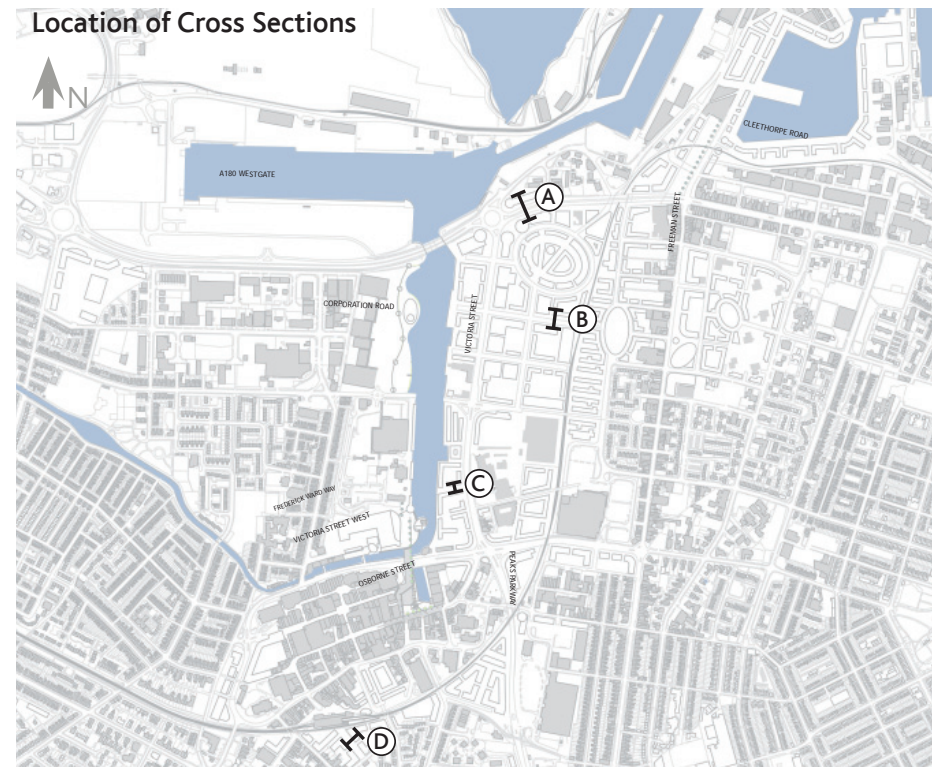
Enclosure Ratio (ENR) is a useful tool to make sure a space is comfortable and has been applied to the key streets in each zone.

A strong and continuous building line also provides definition and enclosure but this should be balanced with a varying building line to add variety to the street experience. Care needs to be taken so that the resulting space is usable too.

The best streets are generally of similar height as there are rarely big jumps or drops, except where there is an opportunity for a landmark building. Narrow fronted buildings give vertical emphasis and rhythm to streets. Rhythmic breaks should be introduced in a long elevation to add interest to the street scene. Some of the ways to introduce breaks are by:

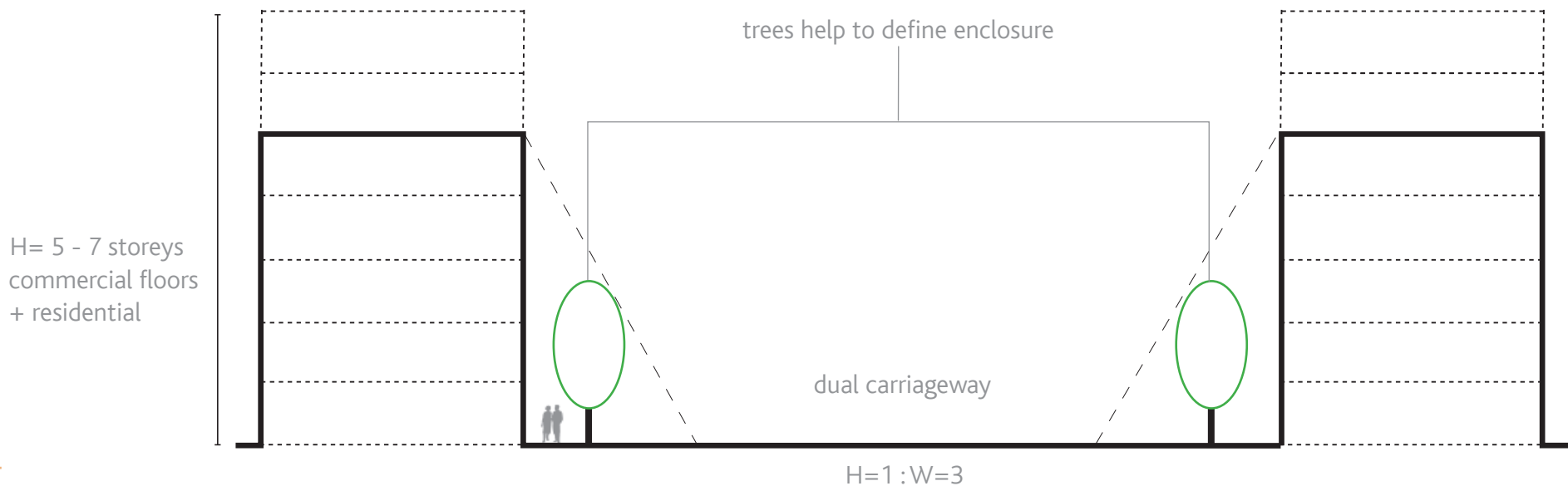
- Change in building height (but generally not more than 2 storeys)
- Introducing a corner feature/ landmark
- Change window size
- Multiple entrances at the ground level

Grimsby's historic street patterns are characterised by buildings fronting directly onto the street. This should be the normal acceptance in most situations.

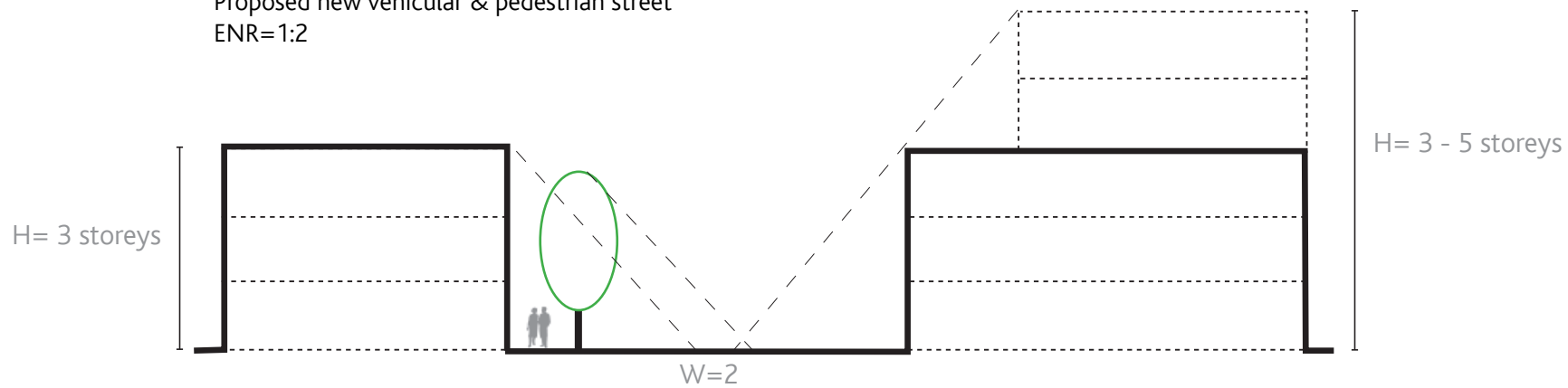


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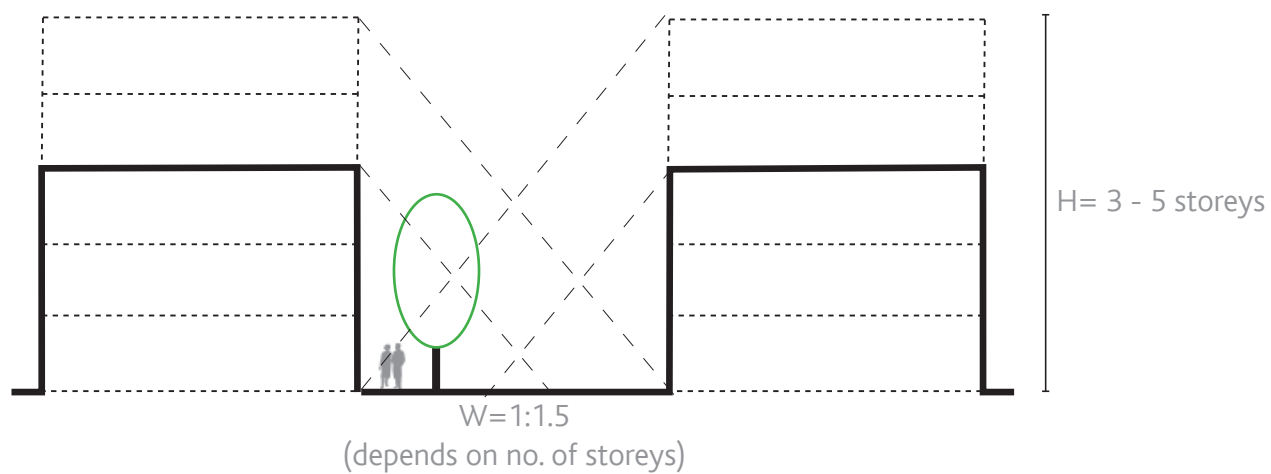
Section A
Fish Docks/Cleethorpe Road A180 (vehicular entrance to town)
Proposed wide boulevard
ENR=1:3



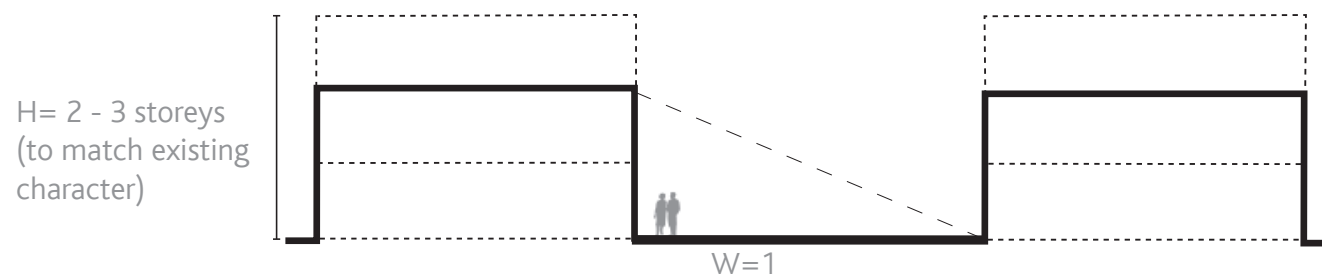
Section B
Freeman Street/Urban Mixed Use Area
 Proposed new vehicular & pedestrian street
 ENR=1:2



Section C
Alexandra Dock
 Proposed new pedestrian-focussed street
 ENR=1:1.5



Section D
Retail Centre/Fringe
 Proposed new pedestrian-focussed street
 ENR=1:1



Diagrams not to scale
 ENR = Enclosure Ration
 Enclosure Ration = building height : width of enclosed space

GRIMSBY - BUILDING HEIGHTS

The framework proposes building heights suitably scaled to fit with the existing built form of Grimsby. In most instances, new buildings should adopt a similar height, reflecting the existing buildings in the surrounding townscape, however each new building should be reviewed on a case-by-case basis as there are always exceptions to every rule.

The framework strategy respects existing tall landmark feature buildings and structures, such as the historic Dock Tower at the entrance to Grimsby Dock and the Victoria Flour Mill on Alexandra Dock.

Exceptions to the predominant building height could be considered if it can be demonstrated that such a building would be a positive addition to the streetscape or locality. For example, the A180 Gateway recommends the application of tall buildings to signify the entrance to the town and point of arrival.

Wherever new built form is proposed that is significantly higher than the prevailing height, a comprehensive analysis of the site and its context should be undertaken. This should show how taller buildings will benefit the area and the impact they would have on the streetscape.

Four categories for proposed building heights have been identified:

- **Proposed tall buildings (8 - 12 storeys)**

The proposed tall buildings have been strategically located along Alexandra Dock to sit comfortably alongside the mill and as gateway features on the road junction of Victoria Street and Frederick Ward Way.

- **Proposed structure buildings (5 - 7 storeys)**

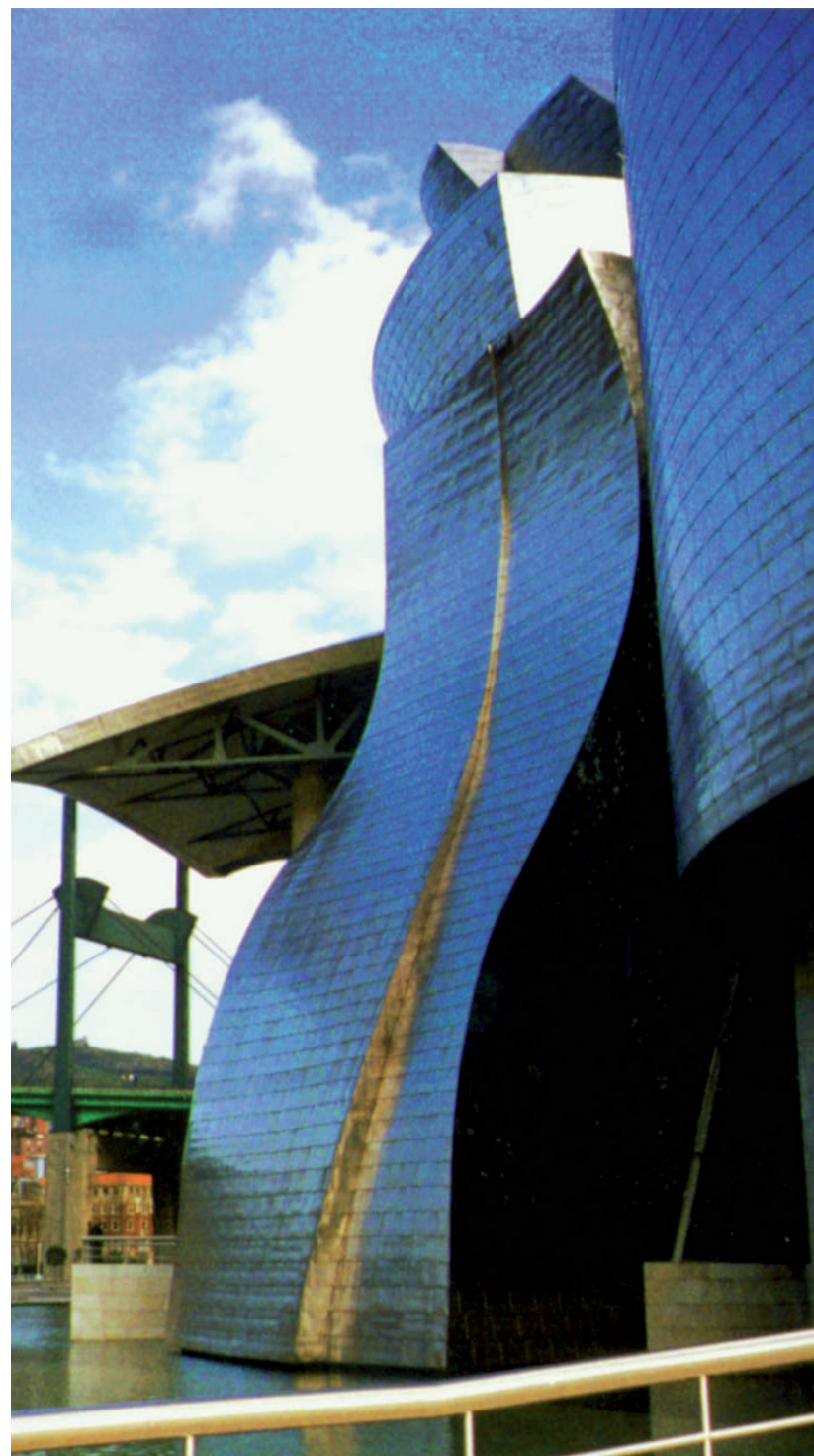
The proposed structure buildings are recommended to help create a sense of enclosure to the Dock area and along the vehicular gateway routes.

- **Proposed medium height buildings (3 - 5 storeys)**

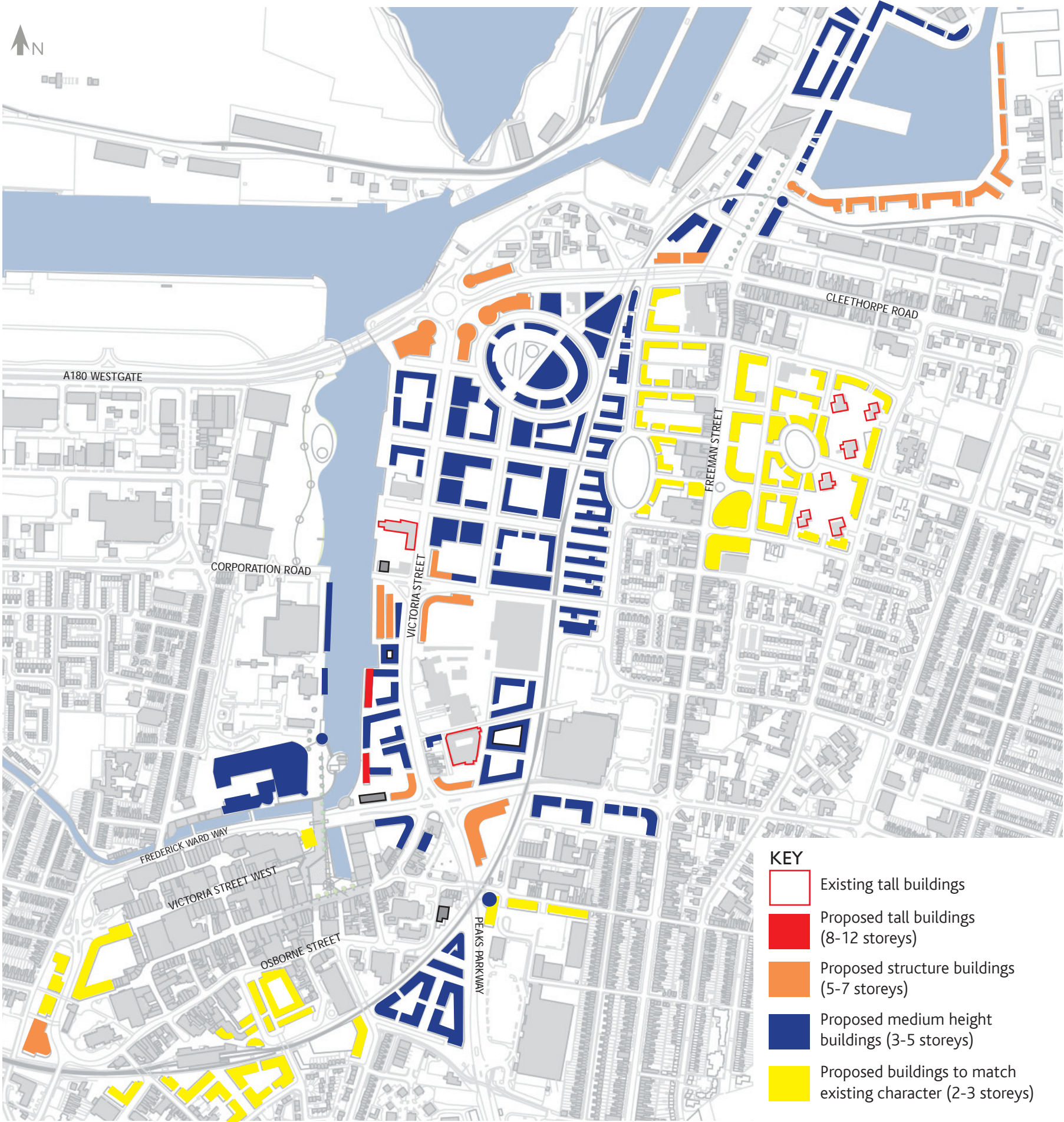
The proposed medium height buildings are clustered in the new Urban Mixed Use Area and Retail Fringe areas to provide density and substance.

- **Proposed to match existing character buildings (2 - 3 storeys)**

These are centred around the historic retail fringe and existing housing estates to the east of Freeman Street.



BUILDING HEIGHTS LOCATION PLAN



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GRIMSBY - KEY BUILDINGS AND STRUCTURES

The framework recognises the importance of retaining historic street patterns, listed buildings and structures that provide Grimsby with local distinctiveness. Some of these buildings are also local landmarks such as the historic Dock Tower, Victoria Flour Mill and Corporation Bridge. The setting of these buildings and structures is also important and should be considered.

In addition to using the historic street patterns, key buildings and structures as a base, the urban design framework proposes a series of new landmark buildings and bridges. These are primarily located at key town centre gateways to promote the sense of arrival to the town centre. These are identified on the Key Buildings and Structures Plan and are set out as follows;

Proposed landmark buildings:

New landmark buildings shall be high quality modern architecture, reflecting Grimsby's local distinctiveness and aspirations for the future. They are proposed at the following locations:

- The main vehicular gateway/arrival space into Grimsby at the junction of the A180 and Victoria Street
- Riby Square junction with Cleethorpe Road
- Victoria Street junction with Corporation Road
- Victoria Street junction with Frederick Ward Way
- Frederick Ward Way with Freeman Street
- Frederick Ward Way with St James Church junction

Proposed landmark structures

New landmark structures shall be high quality pieces of public art that reflect Grimsby's local distinctiveness and aspirations for the future. They are proposed at the following locations;

- A180 Westgate roundabout (1)
- A180 bridge over Alexandra Dock (2)
- A180 Victoria Street Roundabout (3)
- A180 bridge over Grimsby-Cleethorpes railway line (4)
- Riby Square junction (5)

Proposed pedestrian bridge structures

New pedestrian bridge structures shall be high quality structures that reflect Grimsby's local distinctiveness. This may involve some sculptural or public art element. They are proposed at the following locations;

- Alexandra Dock helping to link both sides of the dock, from the proposed mixed-use community to the proposed park and waterside links to the town centre. (6)
- Grimsby-Cleethorpes Railway line helping to provide better linkage with Freeman Street and the new mixed-use and Alexandra Dock beyond. (7)
- Renew the existing River Freshney / Riverhead Square Bridge providing a pedestrian link from the town centre to Western side of Alexandra dock with the Grimsby Fishing Museum. (8)

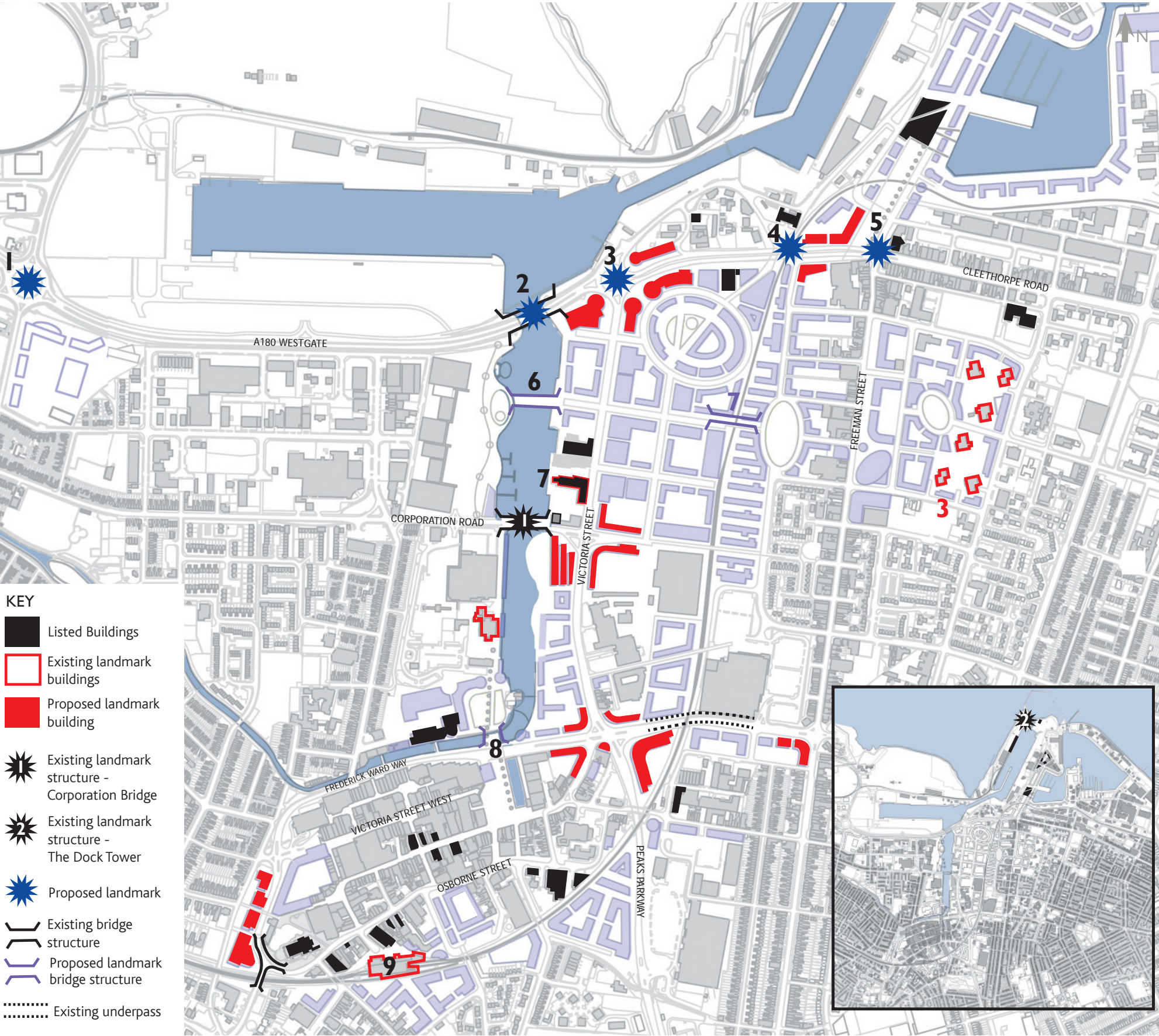
Existing landmark buildings that require upgrading:

- Grimsby Railway Station and station forecourt. (9)
- Freeman Street housing regeneration area as part of 'Shoreline Housing' proposals.



Proposed Landmark Structure precedents

KEY BUILDINGS AND STRUCTURES



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SUMMARY OF URBAN DESIGN PRINCIPLES

ZONES	Land Use	Urban Form	Architectural Quality
1. The Fish Docks	<ul style="list-style-type: none">• Establish a new mixed use zone for the town• Reinforce existing light industry, business uses with new residential and retail uses.	<ul style="list-style-type: none">• Relocation of Grimsby Docks Station• Retain fine grain built form to street patterns• Where remodel & restructuring is proposed directly around docks larger building massing may be appropriate	<ul style="list-style-type: none">• Retain listed buildings & reincorporate into new fabric architectural styles to respect harbour front locations
2. The A180 Corridor	<ul style="list-style-type: none">• Maintain light industry and business use with new office gateway developments	<ul style="list-style-type: none">• Larger block massing	<ul style="list-style-type: none">• Promote good design of buildings along road corridor particularly at proposed Gateways. Give new buildings a strong structure that identifies Grimsby
3. Alexandra Dock	<ul style="list-style-type: none">• High quality mixed use area with leisure & residential uses	<ul style="list-style-type: none">• Promote a finer grain of development with some variety in building lines.• The dock should be retained and opportunities taken to increase public access to the water edge.• New development should not close-off access to the water.• Building mass should not form a continuous wall but instead visual connection through to the dock.	<ul style="list-style-type: none">• Retain listed buildings & promote high quality built form. Look at innovative lighting at night• New development to face dock with active street frontage
4. Retail Core & Fringes	<ul style="list-style-type: none">• Relocation of existing bus station & potential for relocation of indoor market• Consolidating & strengthening existing business & proposed new residential uses• Redeveloping existing depot site as a new commercial zone	<ul style="list-style-type: none">• Retail Core – conserve existing urban form ensure sensitive development to conservation area.• Retail fringe – repair & recover existing townscape form around fringes and renew areas where identified with new small block in fill development sensitive to the town's historic fabric. At all times promoting pedestrian access.	<ul style="list-style-type: none">• Retain listed buildings• Promote high quality architecture, active street frontages & urban realm improvements throughout the city centre• Architectural improvements to Freshney Place multi-storey car park & 1960's buildings on Bull Ring Lane that are detrimental to the landscape
5. Freeman Street	<ul style="list-style-type: none">• Reinforce existing retail use & residential use along Freeman Street	<ul style="list-style-type: none">• Redevelop existing shopping precinct & indoor market.• Reconfigure 'Riby Square' to provide a connection to the Fish Docks• Remodel housing estates of Comber & Albert place promoting a more traditional street pattern• Maintain existing fabric along Freeman Street except where remodelling & restructuring is proposed creating a stronger urban grain• Re-organise existing industrial area creating a new town zone	<ul style="list-style-type: none">• Retain existing residential terrace and refurbish• Promote active street frontages
6. Urban Mixed-Use Area	<ul style="list-style-type: none">• Mixed use area increase diversity	<ul style="list-style-type: none">• Promote a strong grid pattern to organise new a development in the zone creating strong urban blocks• Ensure sensitive development to conservation area. Re-model & repair this area• Strong street edges should be provided	<ul style="list-style-type: none">• Connected to the high quality Alexandra Dock the Urban Mixed-Use Area will offer a newly refined townscape with pedestrian focussed streets

Architectural Detailing	Enclosure	Building Heights	Key Buildings & Structures
<ul style="list-style-type: none"> • Mix of old & new architectural detailing respecting existing listed buildings, building facades & fenestration • High quality materials & detailing • Retain existing palate of materials & use in a contemporary way in new buildings • Glass, steel, brick, York Stone & timber 	<ul style="list-style-type: none"> • New development to wrap around the dock and create a strong sense of enclosure 	<ul style="list-style-type: none"> • Standard heights range from 3-5 storeys with some 5-7 storeys 	<ul style="list-style-type: none"> • Maintain the view to the historic Grimsby Dock Tower
<ul style="list-style-type: none"> • New architectural detailing • High quality materials & detailing • Create 'gateway' identity • Use contemporary palate of materials glass, steel and brick 	<ul style="list-style-type: none"> • Landscape Improvements along A180 provide enclosure 	<ul style="list-style-type: none"> • Proposed key gateway buildings 5-7 storeys 	<ul style="list-style-type: none"> • Develop a series of bold landmark gateways with landmark architecture and art installation • Maintain the key view from A180 down Alexandra Dock to the Victoria Flour Mill & Corporation Bridge • Promote landmarks
<ul style="list-style-type: none"> • Mix of old & new architectural detailing respecting existing listed building, building facades & fenestration • High quality materials & detailing • Respect dock side locations & rich sense of place & history in new building detailing • Retain existing palate of materials & use in a contemporary way • Brick, York Stone, timber, glass & steel 	<ul style="list-style-type: none"> • Create a strong sense of enclosure with new buildings & street trees 	<ul style="list-style-type: none"> • A few 3-5 storeys with 8-12 storey buildings to reflect historic flour mill. These will be strategically located as not to be of detrimental effect to the Victorian Flour Mill 	<ul style="list-style-type: none"> • Strategically locate a number of tall (8-12 storey) landmark buildings to compliment the setting of Victoria Flour Mill • Maintain key view from Dock Park to Corporation Bridge redevelopment
<ul style="list-style-type: none"> • Mix of old & new architectural detailing respecting existing listed buildings, buildings of character, facades & fenestration • High quality materials and detailing • Retain existing palate of materials used in recent pedestrian schemes • Granite, glass, steel, brick and York Stone 	<ul style="list-style-type: none"> • Create enclosure to Riverhead Square 	<ul style="list-style-type: none"> • Maintain new development to existing heights to 2-3 storeys • Key gateway buildings to be 5-7 storeys identified on junctions with Frederick Ward way with Deansgate & Victoria Street as well as a proposed landmark building of 8-12 storeys 	<ul style="list-style-type: none"> • Victoria Street/Frederick Ward Way Junction with landmark building promoting arrival to the town's retail core. • Strengthen gateway from retail fringes to adjacent residential areas
<ul style="list-style-type: none"> • Mix of old & new architectural detailing respecting Victorian facades & fenestration • High quality materials & detailing • Use contemporary palate of materials to link with retail fringes 	<ul style="list-style-type: none"> • Maintain existing enclosure • Create new enclosure around remodelled housing 	<ul style="list-style-type: none"> • Propose mostly 3-5 storeys with some taller structures at 5-7 storeys on boundaries with Alexandra Dock 	<ul style="list-style-type: none"> • Promote the two main gateway entrances to Freeman Street for both vehicles & pedestrians • Maintain & strengthen the key view along Freeman Street to the Dock Tower
<ul style="list-style-type: none"> • New architectural detailing • High quality materials detailing • Contemporary architectural style that creates a new identity for this area • Palate of materials to reflect location to Alexandra Dock • Brick, York Stone, timber, glass & steel 	<ul style="list-style-type: none"> • New development will provide strong enclosure for streets, courtyards & new open spaces 	<ul style="list-style-type: none"> • Propose mostly 3-5 storeys with some taller Structure Buildings at 5-7 storeys. 	<ul style="list-style-type: none"> • The new community park & square provides a local landmark

