



URBAN CENTRES **CLEETHORPES**

Cleethorpes

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- Building Heights
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"Re-defining a Victorian seaside town and resort"

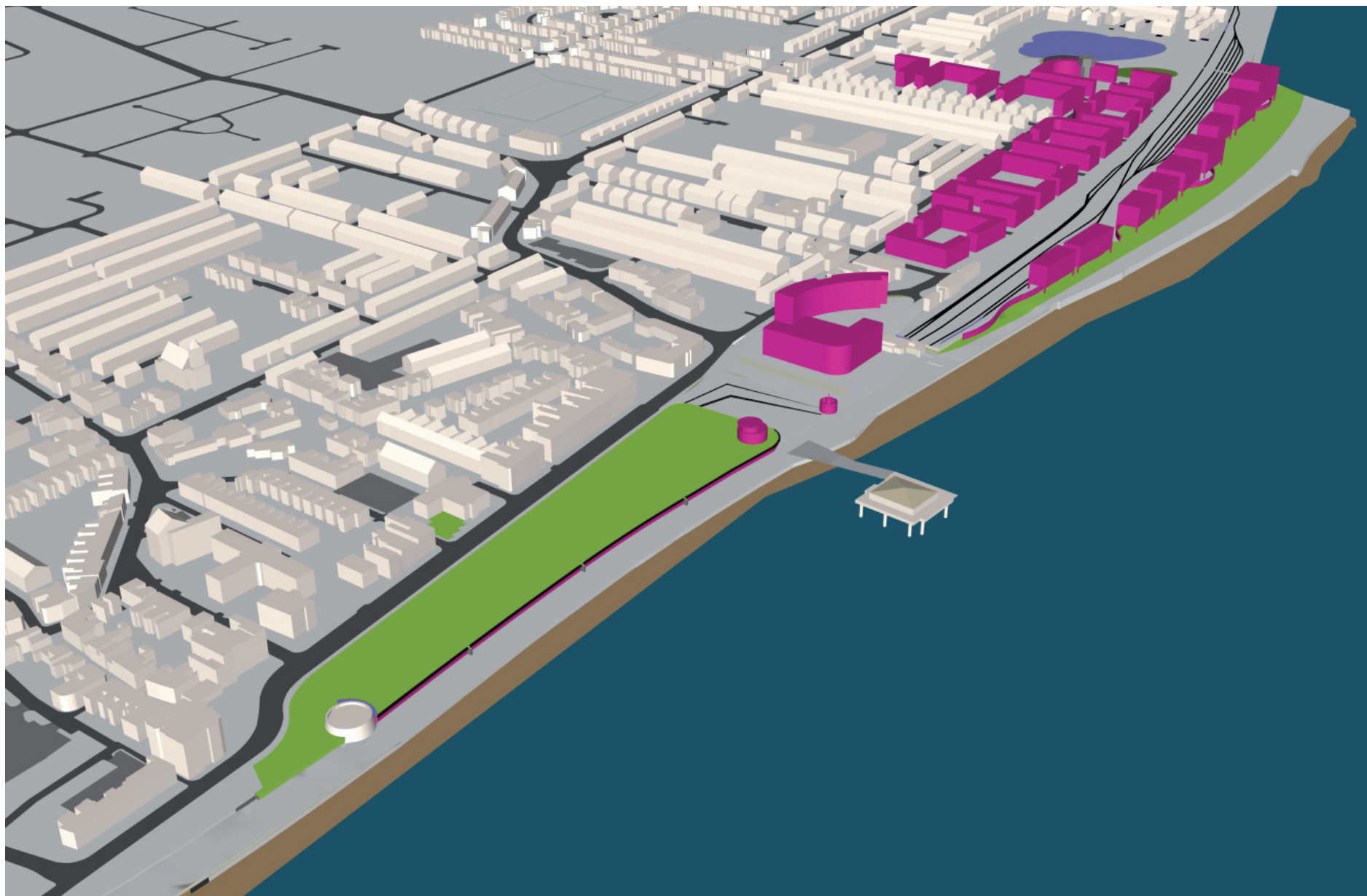
CLEETHORPES URBAN DESIGN FRAMEWORK

This section of Urban Design Framework, is focused totally on Cleethorpes.

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 Cleethorpes sense of place and legibility. The section starts with key urban design objectives for the town and the six 'Cleethorpes 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





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CLEETHORPES - OBJECTIVES

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

Creating a New Place to Live

Creating a new residential community along North Promenade that provides the setting for urban realm improvements to the Promenade, connecting public spaces like Dolphin Square.

Making Connections

Connecting the retail core and tourism zone together, by making streets and spaces better connected and more pedestrian-orientated.

People-Orientated Place

Create an environment that enhances the way in which the inhabitants of Cleethorpes 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.

Rediscovery of Cleethorpes Distinctiveness

Draw on Cleethorpes natural and built-form assets, promoting its unique sense of place as a tourism destination and local town. Developing the identity and distinctiveness of the character areas and zones.

Concentrating the Resort Offer.

The current resort is physically and qualitatively diluted, so changing the role of North Promenade focuses the offer and investment.

CLEETHORPES - 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 these zones so that each would have a distinctive character and function within the town. The zones help to strengthen the town's character and focus investment priorities to redefine the town as a resort and place to live.

These character areas are as follows:

The Retail Loop

The main proposal within the retail core involves the creation of a 'retail loop' helping to reconnect the seafront (tourism retail) with St. Peters Avenue (local retail) that currently appears separated. This 'retail loop' utilises the existing street patterns and attractive Victorian built form with recommendations for improvements to the public realm.

Pier Gardens and Central Promenade

This proposed zone signifies the 'heart' of Cleethorpes and the main arrival point for the resort. New buildings will front onto a public plaza at Dolphin Square, creating active street frontages and significant opportunities to develop pavement café culture.

The sense of pedestrian activity is further enhanced by the direct link with the railway station, providing an attractive arrival space for pedestrians.

Restoring the popular Pier Gardens within this new built form, creates opportunities for attractive landscape design with seating and viewing areas looking towards the Pier and Humber Estuary. Central Promenade becomes a more pedestrian orientated environment with upgraded public realm improvements linking along the seafront to Kings Parade.

Kings Parade

Kings Parade continues to form a linear stretch of promenade and gardens between Central Promenade and Lakeside / Arena. To improve this link, improvements to the public realm are suggested further in Section 4 of this document.

Lakeside and Arena

Greater functional definition is required for this park and leisure area located at the Southern end of Kings Parade, which could benefit further from its proximity to the cinema and shops at Meridian Point. The recent renovation and completion of two new facilities namely, 'The Discovery Centre' and 'The Arena' provide the catalyst for change that is required. Focusing on the natural assets of the Humber Estuary shoreline and its valuable wildlife habitats, creates significant opportunities for this area in the future.

North Promenade

The strategy for North Promenade creates a new residential community that utilises the key sea front location. This could be supplemented by new hotel accommodation for overnight visits. This aids the concept of the town evolving into a place for living as well as a tourism resort. Further opportunities for in fill residential development next to the railway line should also be explored.

Grimsby Road

Grimsby Road forms the main arterial route into Cleethorpes, providing first impressions of the place. It is at this point that the first opportunity to change the perceptions of the place are recommended. Identify the arrival into Cleethorpes. Road congestion and car parking issues need to be mitigated by investing in a 'Park and Ride' scheme catering for peak demands.



Retail Core:
St Peters Avenue



Central Promenade



Kings Parade



Lakeside Park



North Promenade

THE CLEETHORPES 'ZONES'



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CLEETHORPES - TYPES OF INTERVENTION

The zones require varying degrees of intervention to ensure the successful rejuvenation and legibility of Cleethorpes centre. This hierarchy sets out the initial 'benchmark' against which all developments/projects should be measured.

The degree of intervention for the whole Borough (described in Section 2) can be applied to Cleethorpes and the zones identified within it.

Remodel and Restructure

Areas that lack any distinctive character, have potential poorly located land uses and urban form and can accommodate a high degree of change. The aim of these areas is to create a new identity and foundation for new development

Repair and Recovery

Areas that have elements of distinctive character and/or street pattern that need varying degrees of intervention to reinstate the urban context.

Retain and Restore

Areas that have a reasonably intact and robust urban form, often fall within conservation areas and have a large number of high quality or listed buildings. Here new development should respect existing urban form, street pattern and character, and the existing townscape should be managed in a sensitive and considered manner.

- The Retail Loop - Repair and Recovery
- Pier Gardens and Central Promenade - Repair and Recovery
- Kings Parade - Retain and Restore
- Lakeside and Arena – Remodel and Restructure (in progress)
- North Promenade - Remodel and Restructure
- Grimsby Road – Retain and Restore

TYPES OF INTERVENTION PLAN

Cleethorpes Central



- KEY**
- Remodel and Restructure
 - * Remodel and Restructure; work already in progress
 - Repair and Recovery
 - Retain and Restore
 - Current Conservation Area
 - Notable Listed Buildings

Cleethorpes Lakeside



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CLEETHORPES - URBAN DESIGN PRINCIPLES

The following principles set out the proposed structure and framework for the regeneration of the Cleethorpes zones. These proposals reflect and build upon existing visions and strategies that have been previously developed.

The Proposed Urban Design Principles for Cleethorpes are as follows:

The Retail Loop (1, 2, 3, 4, 5, 6)

- Extend retail use along Cambridge Street to create a 'retail loop' that connects St. Peters Avenue, Alexandra Street, Sea View Street, and High Street. Upgrading and rationalising the urban realm to create a high quality pedestrian environment.
- Reorganisation of Market Square should help to create a high quality square that acts as a link between St. Peter's Avenue and Alexandra Road (5).
- Market Square shall be pedestrian-focused with only limited vehicular access (5).
- Redevelop retail units along south side of High Street to improve first impressions of Cleethorpes (4).
- New links from town centre to the seafront should be created.

Pier Gardens and Central Promenade (7, 8, 9,10)

- Reorganisation of vehicle access down to Central Promenade, allows for the creation of a large plaza. (10)
- Dolphin Square – a new high quality urban realm space forming the focus to the Cleethorpes resort. (11)
- Remodel existing urban form around the railway station to provide new development opportunity such as a new Hotel (12 & 13). The new development will enable improved access to between the railway station and the town centre and will define the extents of the new Dolphin Square.
- Central Promenade (10) should be developed as the main tourist hub. (9). This provides an excellent opportunity to sensitively refurbish and restore Pier Park, enhancing the use of both areas by both visitors and tourists.
- Lighting of existing historical buildings/structures such as 'Ross Castle', (8) as well as the 'Pier' (17) and the ornate Victorian frontages along Alexandra Road (6), should help to make these key buildings look more cared-for adding to the sense of history and place. Refurbishment of buildings where necessary.
- Improve Pedestrian access from Alexandra Road through Pier Gardens down onto the central Promenade.

Kings Parade (7)

- The upgrading and rationalisation of Central Promenade should also be appropriate to Kings Parade, creating a high quality seafront.

North Promenade (14)

- North promenade to be remodelled as an exciting residential, mixed use and leisure area with direct Promenade access. In fill housing developments should be suitably scaled to fit in with the existing built form.
- Promotion of new coastal path along length of resort that links all the major areas together and connects into a wider footpath network connecting to Grimsby.

Grimsby Road (16)

- Create a cohesive urban realm approach along the length of the road corridor and concentrate redevelopment at key junctions and gateway points.

Lakeside – Discovery Centre and Arena (not shown on illustration)

- Lakeside performs the function of a neighbourhood park complete with a new 'Discovery Centre' at its heart. This is a newly renovated educational / visitor attraction located directly on the Humber Estuary shoreline. The park has just been upgraded and new landscaping is currently in progress. The new 'Arena' will perform the function of staging more formal events.

CLEETHORPES - URBAN DESIGN PRINCIPLES



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KEY

- 1. Sea View Street
- 2. Cambridge Street
- 3. St Peters Avenue
- 4. High Street
- 5. Market Square
- 6. Alexandra Road
- 7. Kings Parade
- 8. Ross Castle
- 9. Pier Gardens

- 10. Central Promenade
- 11. Dolphin Square
- 12. New development surrounding Dolphin Square
- 13. Train Station
- 14. North Promenade
- 15. Chapman's Pond
- 16. Grimsby Road
- 17. Cleethorpes Pier

- New development
- Key green spaces
- Existing buildings