

# CLEETHORPES - LAND USE

The framework proposes a mixture of different uses for the Cleethorpes zones. These support 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 Retail Loop

Connecting the tourism and local services together by the proposed 'retail loop', enables a range of mixed uses (based mainly on retail) to develop.

- Retail
- Leisure / Tourism
- Hotel
- Residential

## Pier Gardens and Central Promenade

This area, primarily leisure, should form the main 'heart' to the resort and arrival point by rail. Creation of a large plaza at Dolphin Square together with the redevelopment along Central Promenade offer significant opportunity to create exciting space & building uses.

- Retail
- Leisure / Tourism / Hotel / Conference
- Open Space

## Kings Parade

This seafront should develop with leisure and open space uses, essentially fulfilling its existing use with a cohesive public realm linking to Central Promenade.

- Leisure
- Open Spaces

## Lakeside and Arena

- Leisure / Tourism/ Community
- Open Space / Events
- Business

## North Promenade

- Residential
- Open Space
- Hotel / Conference

## Grimsby Road

- Residential
- Hotel
- Retail

# CLEETHORPES OVERVIEW - LAND USE PLAN

Cleethorpes Central



KEY

- Central Promenade
- Market Square
- Retail Loop - St Peters Avenue
- North Promenade
- Sea View Street
- Lakeside Park
- Events Area
- Key Vehicular Routes

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# CLEETHORPES - URBAN GRAIN, DENSITY & MASSING

## Urban grain

The framework proposes retention and reinforcement of the existing fine urban grain around the historic core of Cleethorpes. This forms the central heart to Cleethorpes with its selection of Victorian buildings, terraces, streets and gardens.

In contrast, it is proposed that the North Promenade & land adjacent to the railway line suffers from severance from town centre. It is the aim of the new bold urban grain to help reconnect this area back to the town. The redefinition of the urban grain around the railway station and Dolphin Square helps to reinforce the links and connections leading to this area.

The following general principles for repairing and restructuring the urban grain needs to consider the following elements:

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 North Promenade, a strong grid pattern linking either visually or physically to the existing residential built form should be promoted.
- Avoid closing or building over existing streets.
- Avoid monolithic development along the seafront. Subdividing the development 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.

If these areas are to be successful in creating diverse and exciting areas to work and live in, then the development needs to have sufficient density to make that happen.

## Massing

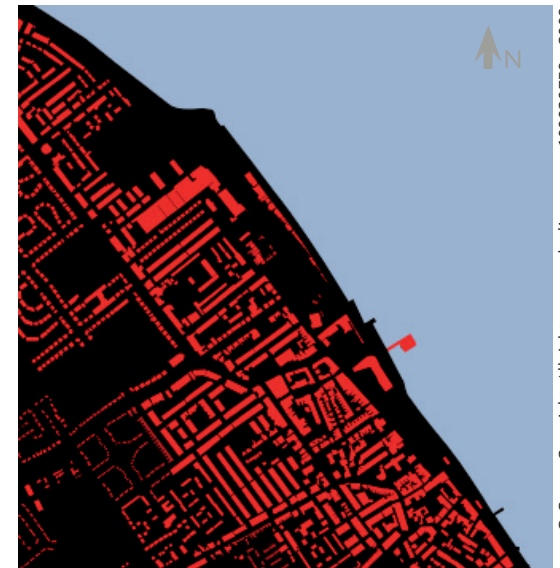
The mass and scale of new development, particularly around the seafront and within Cleethorpes centre should be in keeping with the Victorian character of Cleethorpes' streets and spaces.

## Urban form and layout

New developments, particularly along North Promenade and the adjacent housing areas, should adopt the principle of strong urban form with active frontages facing directly onto the street / promenade, with the potential for under croft parking accessed from the rear. This will enable a public realm scheme to remain uninterrupted by car parking provision and vehicle servicing areas. Crucially it may also address any flooding arising from rising sea levels and sea defence issues.

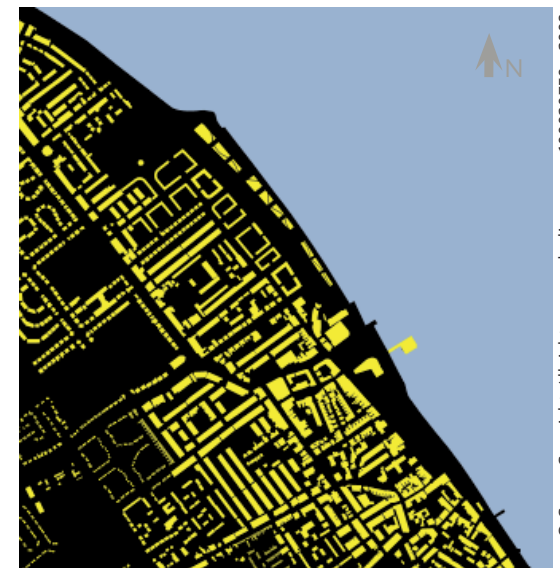
Design of the space around a building's curtilage is an important consideration. A well designed space, with attractive landscaping, can help to contribute to pedestrian amenity and draw people into the building. The space should not be dominated by unsightly utilities such as car parking or rubbish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

Existing Urban Grain



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Proposed Urban Grain



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Distinctive architectural solutions in Malmo, Sweden

# 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 Cleethorpes 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.
- 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.

## 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.
- 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.



Sea View Street



# CLEETHORPES OVERVIEW - 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 varying the 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 above existing building heights)
- Introducing a corner feature/ landmark
- Change window size
- Multiple entrances at the ground level

Cleethorpes historic street patterns are characterised by buildings fronting directly onto the street so this should be the norm in most situations.

Plan Showing location of Sections

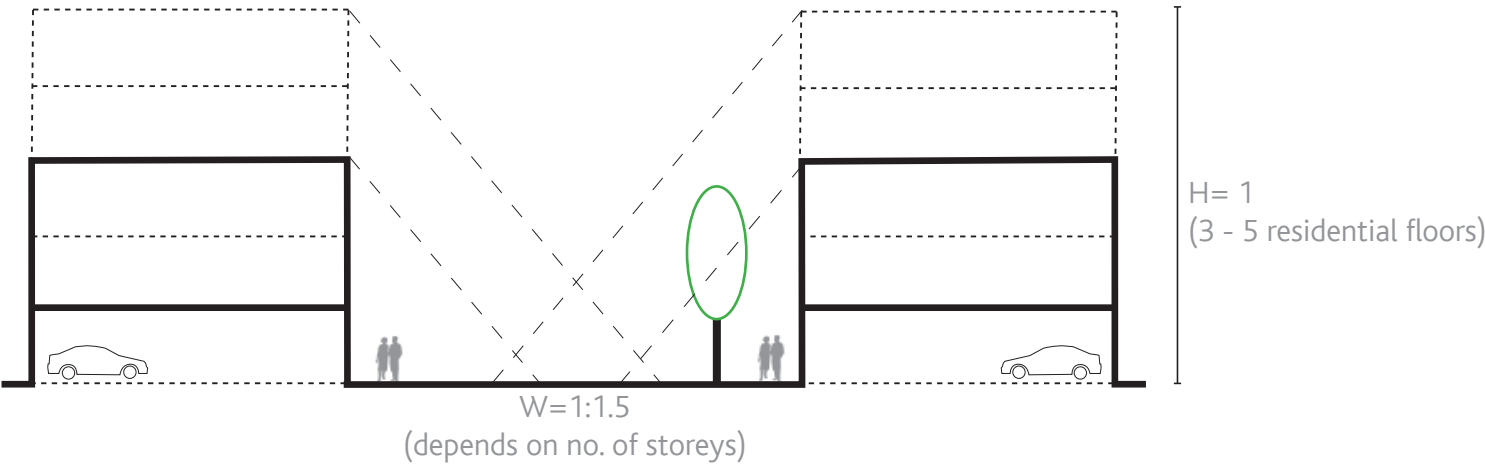


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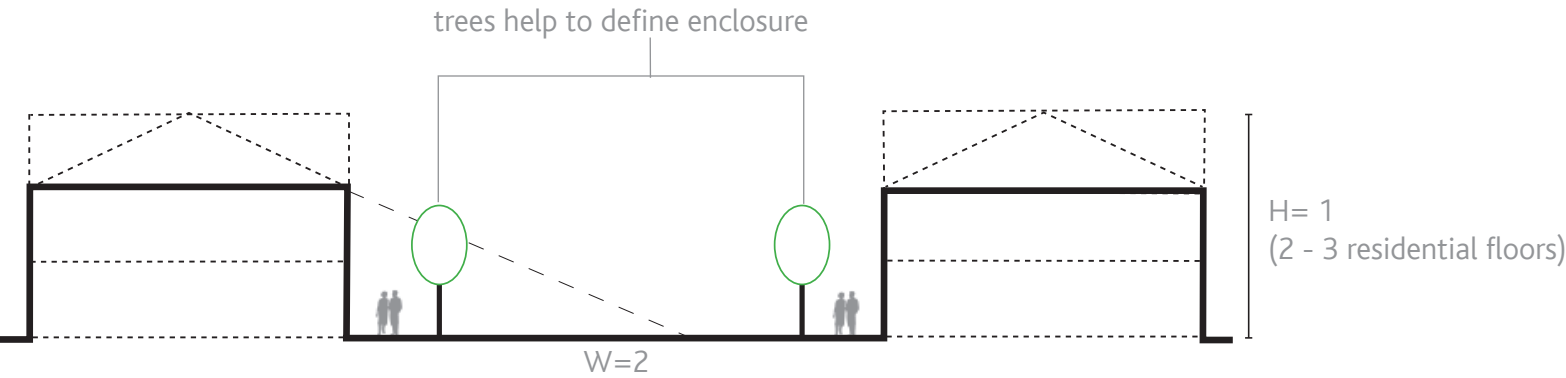


The current edges of Sea Road/proposed site of Dolphin Square

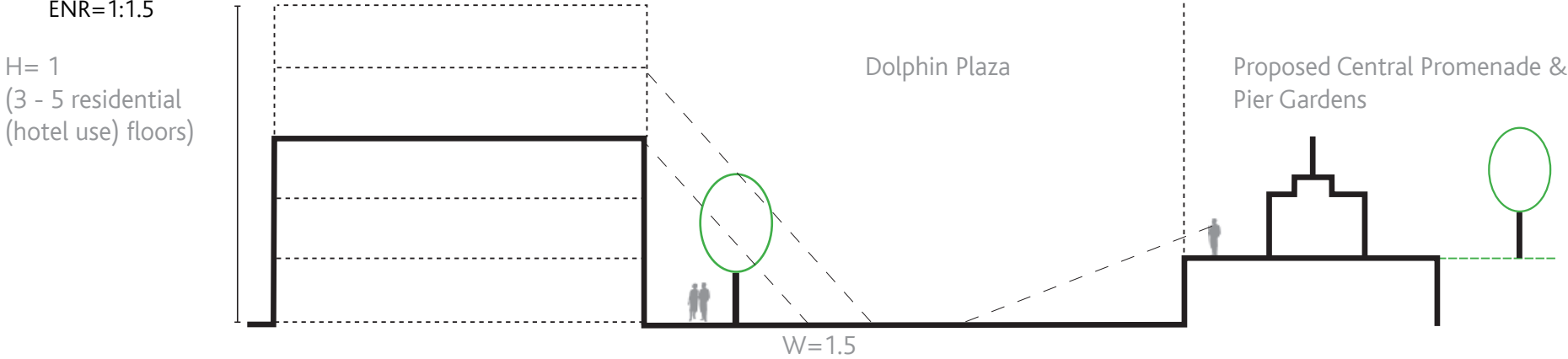
**Section A**  
**North Promenade**  
Proposed new pedestrian-focused access street  
ENR=1:1.5



**Section B**  
**North Promenade**  
Proposed housing courtyard with open space and access roads  
ENR=1:2



**Section C**  
**Dolphin Square**  
Proposed plaza and new buildings  
ENR=1:1.5



\*Not to Scale  
ENR = Enclosure Ration  
Enclosure Ration = building height : width of enclosed space



# CLEETHORPES - BUILDING HEIGHTS

The framework proposes building heights suitably scaled to fit with the existing built form of Cleethorpes. 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.

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. This framework has not identified any proposed tall buildings within Cleethorpes at present.

The framework has identified two categories for proposed building heights. They are as follows:

- **Proposed medium height buildings (3-5 storeys)**  
The proposed medium height buildings are clustered around Dolphin Square and proposed along North Promenade.
- **Proposed to match existing character buildings (2-3 storeys)**  
The proposed match existing character buildings are clustered around land adjacent to the railway and North Promenade.



Victorian Terraces behind the sea front



Alexandra Road



Apartment block at top of Sea View Street



Kingsway



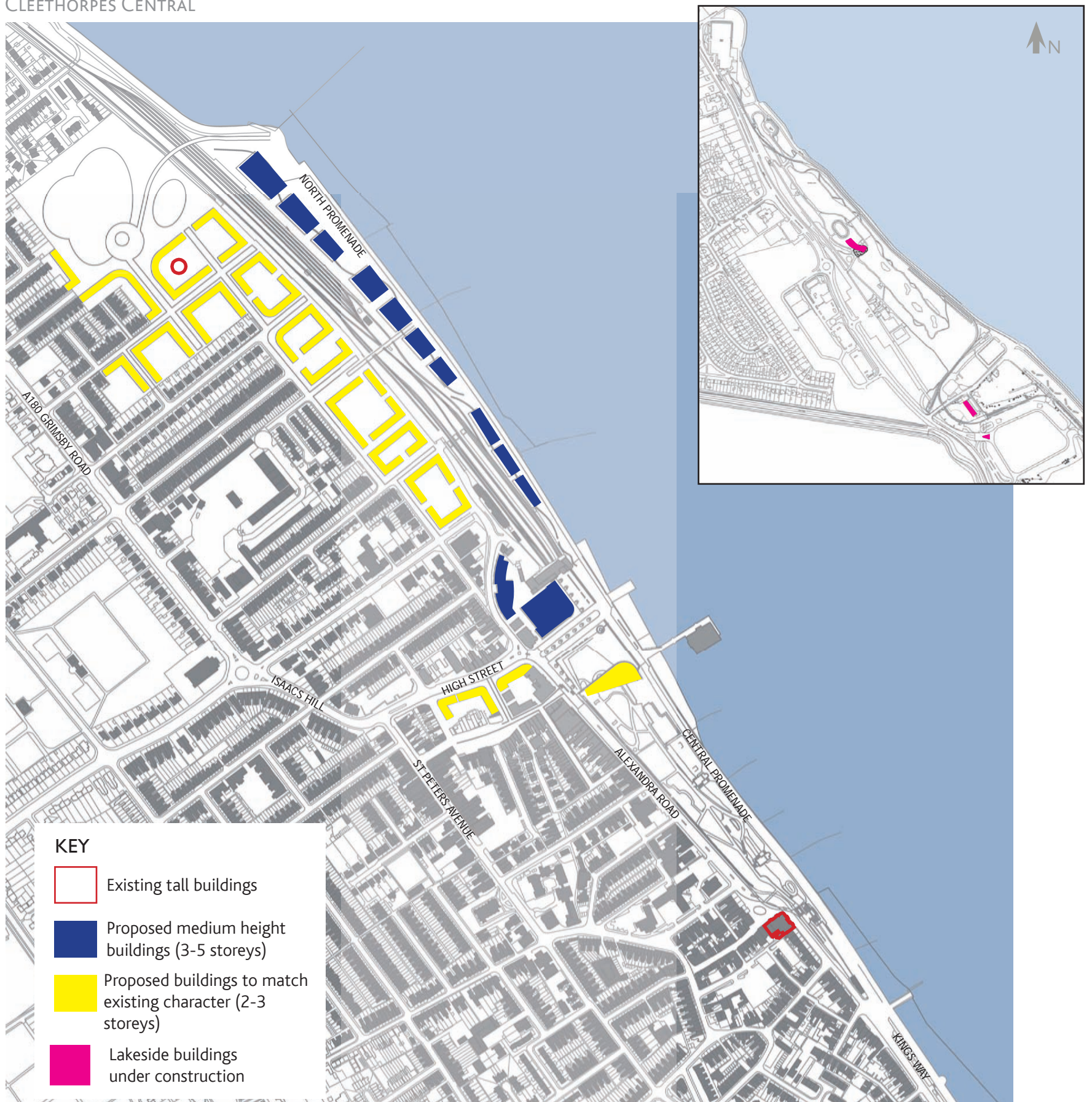
Sea View Street



# BUILDING HEIGHTS LOCATION PLAN

CLEETHORPES CENTRAL

CLEETHORPES LAKESIDE



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# CLEETHORPES - KEY BUILDINGS & STRUCTURES

The framework recognises the importance of retaining historic street patterns, listed buildings, structures and parks and gardens that provide Cleethorpes with local distinctiveness. Some of these buildings are also local landmarks such as the historic Pier and the Dolphin Hotel.

In addition to using the historic street patterns, key buildings, structures and spaces 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 should be high quality modern architecture, reflecting Cleethorpes local distinctiveness and aspirations for the future. They are proposed at the following locations;

- Proposed building facing into Dolphin Square next to the railway station has potential use as a hotel (1)
- Proposed building located facing into Dolphin Square with roof gardens and viewing platform linking into the Pier Gardens (2)
- Potential to create a landmark building or Structure at the end of North Promenade to act as a visual point of reference set within the new residential area (3)
- Existing train station needs to become landmark building (4)

## Proposed landmark structures

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

- A sculptural structure should be located on the roundabout entrance into central Cleethorpes on Isaacs Hill. This will help to announce the vehicular arrival point for visitors (5)
- New structures to feature along the Central Promenade forming landmarks along the route. (6)

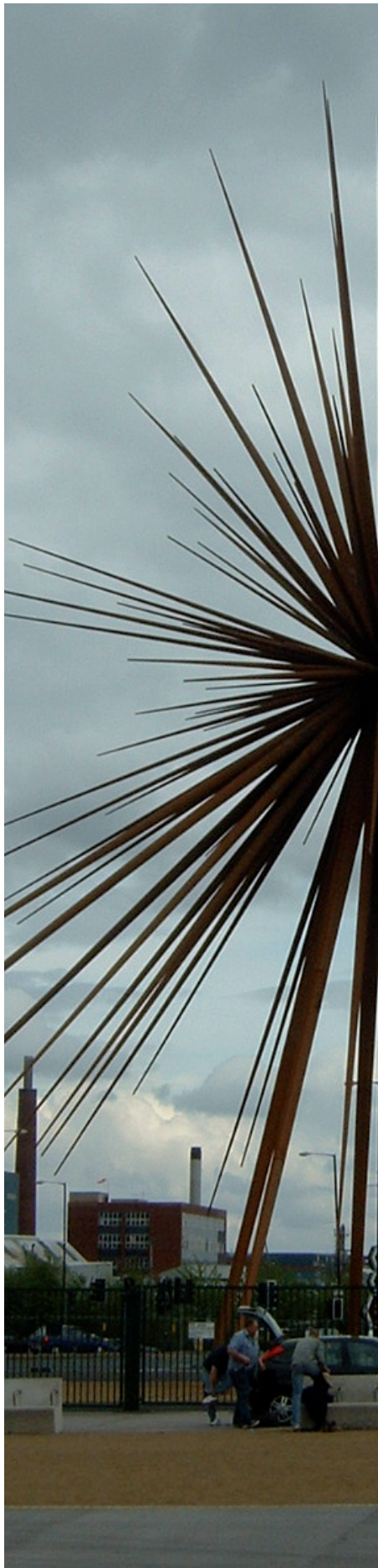
## Proposed pedestrian bridge structures

The new pedestrian bridge structure should be of high quality reflecting Cleethorpes local distinctiveness. This may involve some sculptural or public art element

- Over the Railway line linking North Promenade to the existing housing (7)

## Existing landmark buildings that require upgrading

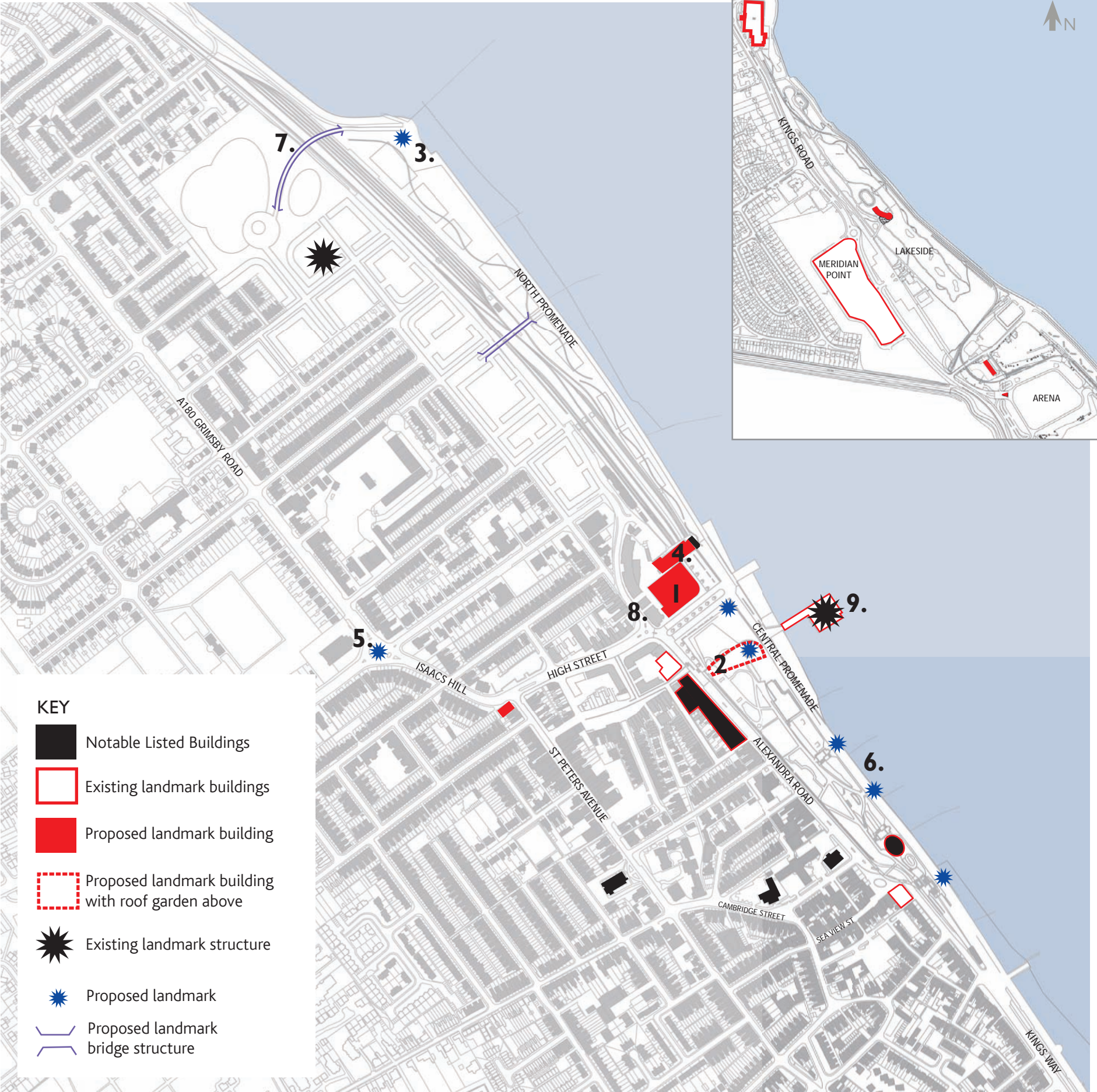
- Dolphin Hotel (8)
- Cleethorpes Pier (9)





# Key Buildings & Structures

Cleethorpes Central



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# SUMMARY OF URBAN DESIGN PRINCIPLES

ZONES	Land Use	Urban Form	Architectural Quality	Architectural Detailing
1. Retail Loop				
St. Peters Avenue	<ul style="list-style-type: none"><li>Reinforce strong retail use along St Peters Avenue</li></ul>	<ul style="list-style-type: none"><li>Terraces. Maintaining retail focus and urban built form and street scene</li></ul>	<ul style="list-style-type: none"><li>Retain &amp; restore</li></ul>	<ul style="list-style-type: none"><li>Retain Victorian building features</li></ul>
High Street	<ul style="list-style-type: none"><li>Retail/bars</li></ul>	<ul style="list-style-type: none"><li>Wide road, mix modern and Victorian buildings (some listed)</li></ul>	<ul style="list-style-type: none"><li>Repair &amp; restore as well as some remodelling</li></ul>	<ul style="list-style-type: none"><li>Retain Victorian building features</li></ul>
Market Street	<ul style="list-style-type: none"><li>Retail/bars/restaurants/spill out spaces</li></ul>	<ul style="list-style-type: none"><li>Making it a more pedestrian friendly street</li></ul>	<ul style="list-style-type: none"><li>Retain &amp; restore</li></ul>	<ul style="list-style-type: none"><li>Retain window details locally unique to the area</li></ul>
Alexandra Road	<ul style="list-style-type: none"><li>Retail/bars/cafes/restaurants</li></ul>	<ul style="list-style-type: none"><li>Retain built form, improve setting to buildings and restore buildings</li></ul>	<ul style="list-style-type: none"><li>Retain &amp; restore buildings where appropriate</li></ul>	<ul style="list-style-type: none"><li>Retain balustrade details locally unique to the area</li></ul>
Sea View Street	<ul style="list-style-type: none"><li>Retail</li></ul>	<ul style="list-style-type: none"><li>Pedestrianised Street to create better shopping experience, maintain urban form</li></ul>	<ul style="list-style-type: none"><li>Retain &amp; restore</li></ul>	<ul style="list-style-type: none"><li>Victorian</li><li>Narrow Street</li><li>Detail in windows/doors</li></ul>
2. Pier Gardens & Central Promenade				
Pier Gardens	<ul style="list-style-type: none"><li>A key green space for Cleethorpes</li></ul>	<ul style="list-style-type: none"><li>Formal Gardens in need of repair and restoration</li></ul>	<ul style="list-style-type: none"><li>Retain &amp; restore</li></ul>	<ul style="list-style-type: none"><li>Formal gardens</li></ul>
Central Promenade	<ul style="list-style-type: none"><li>Retail &amp; leisure</li></ul>	<ul style="list-style-type: none"><li>Single storey retail unit facing onto Dolphin Square with roof garden above. Improved pedestrian experience</li></ul>	<ul style="list-style-type: none"><li>Remodel and restructure</li></ul>	<ul style="list-style-type: none"><li>Retain Art deco steps &amp; Kiosk</li><li>Maintain sense of local distinctiveness within new developments</li></ul>
Dolphin Square	<ul style="list-style-type: none"><li>Key public plaza</li></ul>	<ul style="list-style-type: none"><li>Square surrounded by key buildings framing access to waterfront and Pier</li></ul>	<ul style="list-style-type: none"><li>Remodel and restructure</li></ul>	<ul style="list-style-type: none"><li>Maintain sense of local distinctiveness within new developments</li></ul>
3. Kings Parade	<ul style="list-style-type: none"><li>Mixed use residential, retail and leisure.</li></ul>	<ul style="list-style-type: none"><li>Victorian terraces, road and promenade</li></ul>	<ul style="list-style-type: none"><li>Retain</li></ul>	<ul style="list-style-type: none"><li>Retain</li></ul>
4. Lakeside & Arena	<ul style="list-style-type: none"><li>Open Space &amp; Leisure</li></ul>	<ul style="list-style-type: none"><li>Retain Open Space; comprised of a Formal Park and Natural Shoreline Habitat of SSSI status</li><li>Buildings set within Park Landscape</li></ul>	<ul style="list-style-type: none"><li>Repair &amp; recovery</li></ul>	<ul style="list-style-type: none"><li>Maintain sense of local distinctiveness within new developments</li></ul>
5. North Promenade	<ul style="list-style-type: none"><li>Residential with mixed-use and leisure</li></ul>	<ul style="list-style-type: none"><li>Multi-storey apartment blocks along the promenade</li></ul>	<ul style="list-style-type: none"><li>Remodel and restructure</li></ul>	<ul style="list-style-type: none"><li>Maintain sense of local distinctiveness within new development</li></ul>
6. Grimsby Road	<ul style="list-style-type: none"><li>Mixed use - residential and retail</li></ul>	<ul style="list-style-type: none"><li>Victorian terraces with improved public realm to improve image arriving into Cleethorpes</li></ul>	<ul style="list-style-type: none"><li>Repair &amp; recovery</li></ul>	<ul style="list-style-type: none"><li>Retain Victorian features and maintain sense of local distinctiveness</li></ul>

Enclosure	Building Heights	Key Buildings & Structures
<ul style="list-style-type: none"> <li>Retained existing enclosure</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 2-3 storeys to match existing</li> </ul>	<ul style="list-style-type: none"> <li>Retain St Peter's Church</li> </ul>
<ul style="list-style-type: none"> <li>Retain existing enclosure</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 2-3 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain Listed buildings and develop new Structure building</li> </ul>
<ul style="list-style-type: none"> <li>Repair sense of enclosure to create 'market square feel'</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 2-3 &amp; 4 -5 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain Listed buildings and develop new Structure building</li> </ul>
<ul style="list-style-type: none"> <li>Retain existing enclosure</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 4/5 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain Victorian terraces with first floor balconies, restore the Dolphin Hotel</li> </ul>
<ul style="list-style-type: none"> <li>Retain existing enclosure</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 1-3 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain Listed buildings</li> </ul>
<ul style="list-style-type: none"> <li>Retain openness of Landscape and views towards to sea</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Proposed Landmark buildings and Landmark Features situated along Pier Gardens</li> </ul>
<ul style="list-style-type: none"> <li>Retain existing enclosure</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 2-3 and 5-7 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Proposed new retail building with roof garden facing onto Dolphin Square</li> </ul>
<ul style="list-style-type: none"> <li>Create sense of enclosure around new key public destination space.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 5-7 storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain the Pier</li> <li>Proposed new Structure Buildings around Dolphin Square</li> </ul>
<ul style="list-style-type: none"> <li>Retain</li> </ul>	<ul style="list-style-type: none"> <li>Retain existing</li> </ul>	<ul style="list-style-type: none"> <li>Retain traditional timber seaside shelters</li> </ul>
<ul style="list-style-type: none"> <li>Retain openness of Landscape</li> </ul>	<ul style="list-style-type: none"> <li>Retain Existing</li> </ul>	<ul style="list-style-type: none"> <li>Proposed extension to the 'Discovery Centre' under construction with arena and workshop units</li> </ul>
<ul style="list-style-type: none"> <li>Create new enclosure within new development</li> </ul>	<ul style="list-style-type: none"> <li>3- 5 Storeys</li> </ul>	<ul style="list-style-type: none"> <li>Retain water tower</li> <li>Proposed new Pedestrian Bridge Structures</li> <li>New residential buildings</li> <li>Proposed Landmark feature at end of North Promenade</li> </ul>
<ul style="list-style-type: none"> <li>Retain existing and improve with avenue tree planting</li> </ul>	<ul style="list-style-type: none"> <li>Maintain 2-3 storey</li> </ul>	<ul style="list-style-type: none"> <li>Football stadium</li> </ul>



