



URBAN CENTRES **I**MMINGHAM

Immingham

- Urban Design Principles
- Summary Table for Urban Design Framework

"Creating a new heart for a community"

URBAN DESIGN FRAMEWORK: IMMINGHAM

This section of the Urban Design Framework, is focused totally on Immingham. It aims to provide a clear overview of the urban design aspirations focusing on the Kennedy Way Shopping Centre and the Kings Road/Manby Road industrial area.



Manby Road/Pelham Road Junction

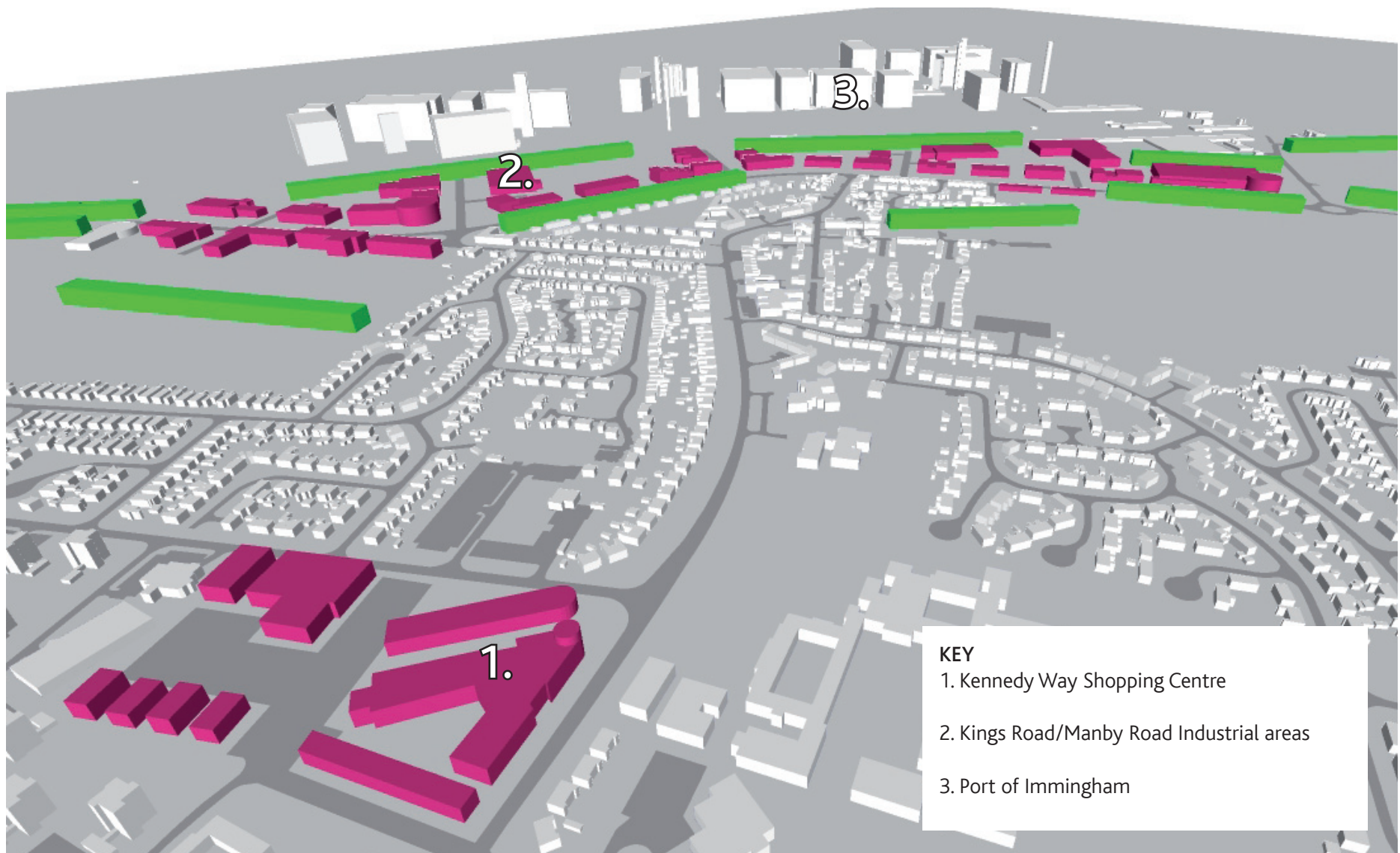


Kennedy Way Centre

IMMINGHAM - URBAN DESIGN PRINCIPLES

The following principles set out the proposed structure and framework for regeneration in Immingham.

- Remodel the existing Kennedy Way Shopping Centre to create a high quality urban centre that forms a focus to the town and a new 'retail heart'.
- Regenerate the industrial zone along Kings Road and Manby Road to create a high quality commercial area that acts as a buffer between the Port of Immingham's industrial area and adjacent residential areas. This helps to create a new arrival experience to the town and creating a positive 'commercial gateway'.
- Proposed formal boulevard tree planting along Pelham Road, Kings Road and Manby Road helps to emphasise the importance of these roads as main arterial routes.
- Create a series of gateways and landmarks that help reinforce Immingham's identity.



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IMMINGHAM URBAN DESIGN PRINCIPLES

A New 'Retail Heart'

- This new piece of townscape should bring together the existing urban form and create a more tight knit urban grain.
- The new centre should avoid creating a large urban block mass that is out of scale with the surrounding suburbs. A new High Street is proposed through the centre of the development, helping to carve up the mass of the site into smaller urban blocks. This new street should be visible from Pelham Road and pick up on the surrounding street pattern and pedestrian desire lines (existing and future), making the site more accessible and permeable. This internal street has the benefit of creating additional retail frontage.
- The new 'High Street' should aim to have a enclosure ratio of 1:1 to create an inviting space that is intimate and pedestrian orientated. The perimeter of the new urban centre should be parallel to the Pelham Road and Washdyke Lane Road and should be developed to the back of kerblines to create a strong building line and provide a sense of enclosure to the surrounding streets.
- Good design should aim to link all the existing town centre amenities together to create a more cohesive town centre.
- The new retail centre must create active frontages that make a positive contribution to Pelham Road/Washdyke Lane. This will help to promote a higher quality street environment along these key routes and help create stronger connections with other community and educational facilities.
- Service yards for the development should be located within central courtyards out of view from the public to avoid rear elevations to buildings.
- The new centre should look to accommodate a range of land uses to ensure vitality and patronage within the centre both day and night. As well as retail units the urban centre should look to accommodate small business units, community facilities such as the library and leisure uses such as a restaurant/bar to ensure that the centre is still active in the evenings.
- Immingham is a low lying town with the majority of the urban area consisting of 1 and 2 storey dwellings. The new retail centre should respect this ceiling height and form a 2-3 storey building. This height provides the balance between creating a piece of urban grain that has the appearance and stature of a 'town centre' whilst not over powering or dominating the surrounding dwellings.
- The appearance of the new development should reflect the character of the area. Facades should be articulated with regular projections, recesses, fenestrations to break down the massing of the building and provide visual interest.
- The urban centre sits on a prominent junction which offers the opportunity for a distinctive/landmark building to be developed.
- The new centre should consider the use of pitched roofs within the development to compliment the surrounding suburb vernacular.



IMMINGHAM URBAN DESIGN PRINCIPLES

Commercial Gateway

- A range of unit sizes should be developed to create a flexible industrial employment area. Smaller incubator/commercial units should be located along Kings Road/Manby Road to tie in with the scale of the residential dwelling on the opposite side of the road and to create a more visually pleasing street 'edge'. Larger warehouse style units with expansive blank facades should be located to the rear of the site.
- The new units should be parallel to the road and should be developed with 3-4 m to back of kerb line to create a strong building edge and sense of enclosure along Kings Road/Manby Road.
- The industrial zone should not dominate the town and so the new units along Manby road/Kings Road should not be more than 2-3 storeys in height (max 12m in height). The units should be seen as a collection of urban blocks that collectively create a piece of townscape. All units should be significant enough in scale to contribute to the urban grain, without overshadowing the rest.
- There should be a minimum quality threshold for all new units. Particular emphasis on high quality should be focused on the façade facing onto Kings Road/Manby Road. The standard quality should raise the bar from the standard 'shed' architecture that is currently constructed. These elevations should have the massing broken up, and the aesthetic quality enhanced through variation in materials, punctuation of the facade with windows and glazed elements, careful roof detailing and the use of corporate signage.

- Elevations should also include an element of activity by incorporating the foyer and entrance porch area to fronts of the building and/or incorporating glazed elements that reveal the uses and processes going on within.
- All car parking and service yard areas should be located to the rear of the industrial/commercial units and hidden from the main road.
- Security fencing should be avoided to the front of units as this creates a poor, inactive edge to the street. Instead fencing should be located between units.
- The architectural quality of the units at the gateways into the town should be of a significant quality as to create a gateway and a sense of arrival into the town. This should be further backed up through several 'landmarks' such as striking pieces of art at the roundabout and key junctions.



Examples of possibilities for the Commercial Gateway

SUMMARY OF URBAN DESIGN PRINCIPLES

ZONES	Land Use	Urban Form	Architectural Quality	Architectural Detailing
1. Kennedy Way shopping Centre	<ul style="list-style-type: none"> Mixed-use centre with retail, leisure & residential 	<ul style="list-style-type: none"> Remodelling and restructuring, creating active street frontages Creating a new centre for Immingham 	<ul style="list-style-type: none"> Remodel & restructure 	<ul style="list-style-type: none"> Maintain sense of local distinctiveness within new development
2. Washdyke Lane Flats	<ul style="list-style-type: none"> Residential 	<ul style="list-style-type: none"> Retaining single block massing 	<ul style="list-style-type: none"> Retain & restore 	<ul style="list-style-type: none"> Brick 1960's in need of repair
3. Pelham Road	<ul style="list-style-type: none"> Mixed-Use Residential with local shopping/retail services 	<ul style="list-style-type: none"> Retaining various Victorian, semi-detached and 1960's low rise blocks 	<ul style="list-style-type: none"> Retain & restore 	<ul style="list-style-type: none"> Retain Victorian terrace details and local distinctiveness
4. Kings Road / Manby Road Industrial Area	<ul style="list-style-type: none"> Mixed-use industrial and business 	<ul style="list-style-type: none"> Block massing with in fill development 	<ul style="list-style-type: none"> Retain & restore 	<ul style="list-style-type: none"> Propose co-ordinated design approach, providing improved identity Propose better signage



Kennedy Way Centre



Popular shopping street

Enclosure	Building Heights	Key Buildings & Structures
<ul style="list-style-type: none"> • Creating enclosure and new pedestrian access 	<ul style="list-style-type: none"> • Building height- 3 storeys 	<ul style="list-style-type: none"> • New Structure buildings proposed
<ul style="list-style-type: none"> • Create better 'defensible space' around flats 	<ul style="list-style-type: none"> • Retain existing heights 	<ul style="list-style-type: none"> • N/A
<ul style="list-style-type: none"> • Maintain existing sense of enclosure 	<ul style="list-style-type: none"> • Retain existing heights, with 3 storeys proposed at the Kennedy Way shopping Centre 	<ul style="list-style-type: none"> • Along Pelham Road Re-development of Kennedy Way Centre is proposed
<ul style="list-style-type: none"> • Create enclosure along Manby Road with built form and additional structure planting 	<ul style="list-style-type: none"> • Propose 3-5 Storeys 	<ul style="list-style-type: none"> • N/A

