

Proposed character:

There is immense opportunity for North Promenade to become a vibrant, sustainable sea front destination. A place with a new unique character and where locals and visitors to Cleethorpes can expect to find exciting independent businesses, culture and animation throughout the day and into the evening, and opportunities for overnight stays in the form of zero-carbon beachfront cabins.

Suggested Uses:

- Forward facing, sustainable, pop-ups, start-ups
- Street food and beach bars
- Watersports (Paddle-boarding & kayaking)
- Boardsports
- Night time economy
- Contemporary beach huts and overnight stay opportunity
- People focused - pedestrian priority
- Review of car parking and carriageway

Zone Location Plan:



- Improved access to beach
- Pop-up and temporary activities and art installations
- Improved public facilities (toilets, showers etc.)
- Centre for wellbeing, culture and leisure
- Flexible event space
- Improved public realm and street furniture
- Improved lighting scheme

Survey Summary:

Survey respondents stated they would spend an increased amount of time and visit more often should North Promenade offer more local, independent businesses, public events and festivals, additional watersports facilities, and more to do in the evening.

Survey Quotes:

“A variety of independent eating places. Less amusements. More businesses - shops, cafes, bars ,restaurants that make it a year-round destination not just a summer destination. Make it a place that locals want to attend as well as visitors.”

“Encourage more businesses, cafés and bars alongside leisure and family activities on the North promenade.”

“More restaurants, extra seating along the promenade and more public toilets.”

“Get rid of all parking and cars make it friendly for businesses to start restaurants bars shops.”

“More facilities for those that use the beach for sport”.

“Skatepark”.

“Food quarter with pop up street food vendors, live music venue”.

Interventions Precedent Images:



Proposed Interventions:

1) Review of carriageway, parking and public realm

To regenerate North Promenade and transform the zone into an attractive destination we need to create a “sense of place” that responds to the local environment and the proposed activities. We are proposing to realign the car parking (any loss will be offset by the Car Park intervention at Grant Street) and allow vehicle access for disability access, deliveries, maintenance, short stay and emergencies only. The current external space should be flush and repaved with a coordinated palette of high quality materials. Changes in texture and colour should identify zones for transition or for resting and spill out areas. A new suite of street furniture should be installed to reinforce the new character and complement the recently added multi-use furniture

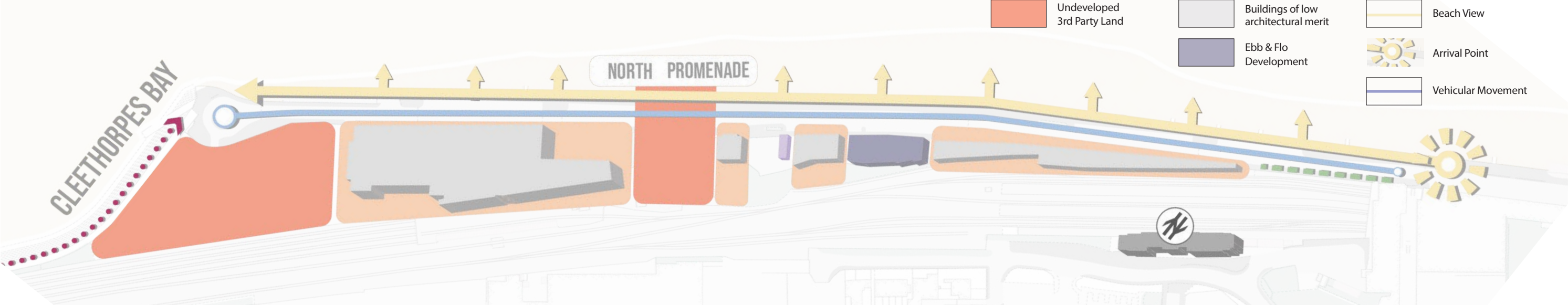
2) Skate Park

North Promenade needs an animation focal point, one that will attract users throughout the year and complement the exciting Ebb & Flo development. Based on the engagement feedback we have proposed a skate park and sports hub. Its location should be within the centre of the promenade to ensure that it is visible from Central Promenade in order to attract spectators and increase footfall for all the neighbouring units. It is essential that the skate park is surrounded by complementary use active frontages.

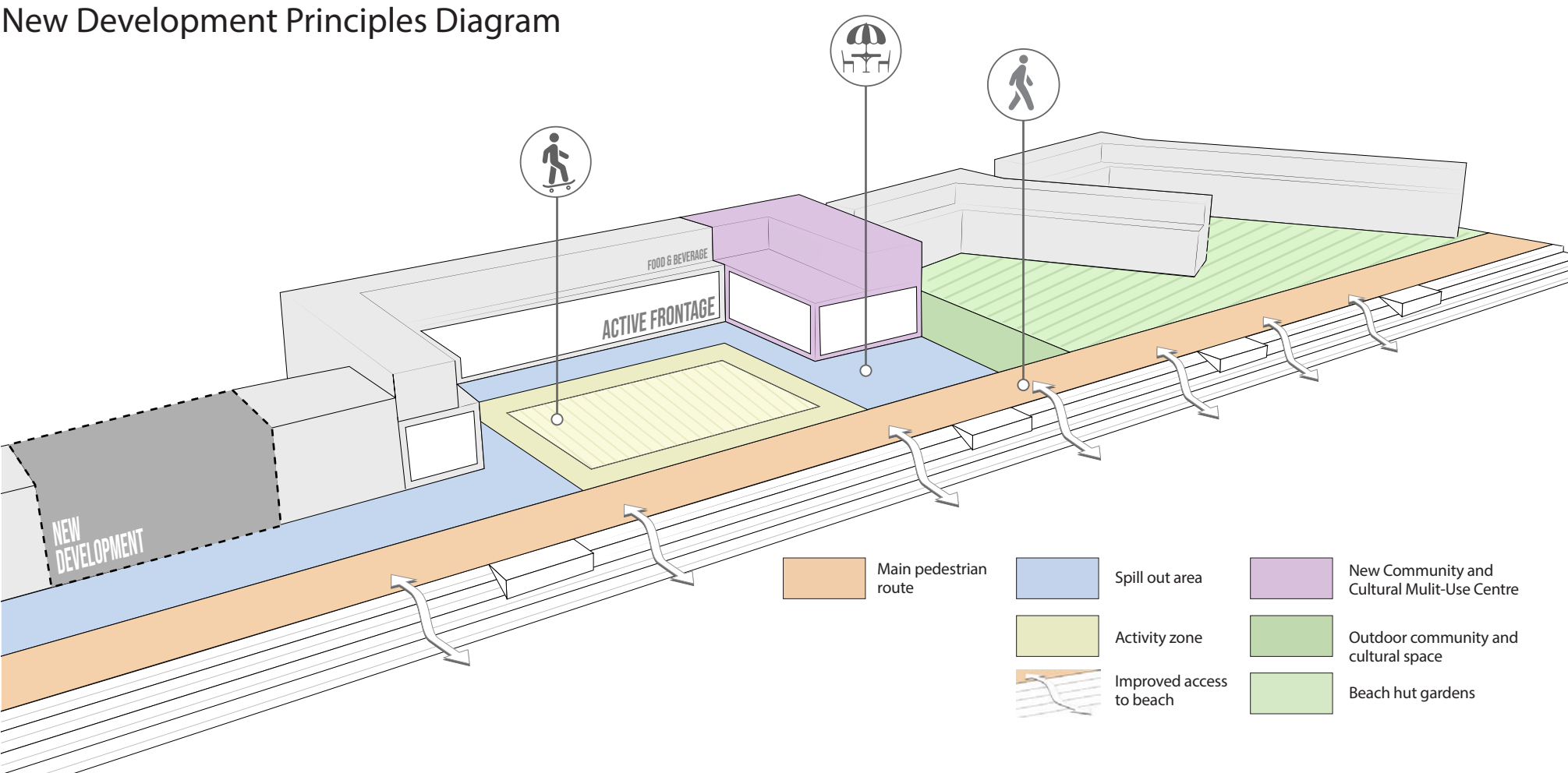
Interventions Precedent Images:



Opportunities Plan:



New Development Principles Diagram



3) Community and Cultural Multi-Use Centre / Venue

A new beach front community and cultural multi use centre/venue would have a positive effect on placemaking, providing diverse opportunities for community uses and commercial hire. Its proposed location, adjacent to the skate park, and with direct access to the sand, will provide an exciting place to visit and attract new users.

Uses can include exhibition and performance space, art workshops, adult learning resources, meeting rooms and rentable flexible, start-up /work space.

In order to facilitate this intervention there would need to be direct discussions with the owner of the Network Rail maintenance yard and the Wonderland indoor market.

4) Bar and Cafe

New contemporary bars and cafes adjacent to the Community and Cultural hub, promenade and skate park will create a focus of activity and provide the intervention that addresses the lack of evening economy in this area.

The use and position of this facility is critical for providing natural surveillance of the skate park and promenade while

creating an active frontage to bring year-round life to the promenade.

5) Overnight Beach Huts: Informal, sea front, contemporary overnight accommodation will further contribute to attracting new visitors to North Promenade. Cleethorpes needs to diversify and increase their amount of tourist accommodation to ensure it caters for a wider range of visitors. This intervention proposes a range of 1 and 2 storey beach huts set in new gardens and offers direct access to the beach. This project would require the potential development on non council land and discussions with the land owner would be needed.

6) Event Space: Located at the end of North Promenade a new events site will provide a flexible space for a variety of pop up attractions. The Masterplan proposes to establish the infrastructure for the space only; new surfacing, boundary treatment, signage and electrical points.

7) Tiered Sea Wall: Access to the beach is currently limited; steps and ramps provide the occasional access point but the majority of the promenade is bordered by a cast iron railing. Any future Environment Agency sea defence works should be encouraged and seen as an opportunity to remove the full length of the barrier and create an open set of steps leading down to the beach level.

In addition to allowing continuous free access the steps will also provide a place to sit and gather.

Illustrative Masterplan





Central Promenade is the “bucket and spade” heart of Cleethorpes and an area with a clear Victorian heritage. Our Masterplan proposals aim to retain these principles but evolve it into an attraction that meets the needs of a modern day family.

There is opportunity to build on the current leisure offer within Pier Gardens and provide a variety of family wide attractions, such as splash pads, open air theatre and adventure play, all within a new improved public realm setting that celebrates its coastal location.

Whilst the Victorian heritage and physical characteristics of the gardens should be retained, there is opportunity to enhance the landscaping, introducing more wildlife friendly plant species, and creating a series of spaces or ‘rooms’, such as a wildlife garden, spaces for contemplation, and performances/ events spaces. There is also opportunity for a signature café with architectural merit, to be located in the gardens, taking in the magnificent views of the Humber. Alternatively, the current designs for the former Waves site could explore this idea further.

Zone Location Plan:



Consultation Summary:

Additional public seating, incidental play and exercise opportunities, art and sculpture are amongst interventions survey respondents feel would make central promenade a more enjoyable place to walk along and spend time on.

Respondents enjoy Pier Gardens as a leisure space, however, we feel it is an underutilised asset, expressing that the addition of a signature café/restaurant overlooking the Humber, as well as more seating, planting schemes to increase biodiversity, and improved children’s play would encourage more frequent and extended visits.

1) Railway Plaza: The current first impression of Cleethorpes for visitors arriving from train could be improved. Visitors should be leaving the train with open views to the beach, pier, promenade and pier gardens rather than the blank facade that currently welcomes them. Our proposal is for the introduction of an open plaza bordered by new, carefully located dual active frontage developments. Direct dialogue with business owners would be required.

2) Alexandra Road Crossing: Encouraging pedestrian movement between the town centre and the promenade is a critical aspect of the town’s permeability. We want tourists to visit the town centre and local shoppers to visit the promenade. The barrierred roundabout currently acts a blockage to natural movement which can be addressed through the introduction of a raised, pedestrian priority

Interventions Precedent Images:



crossing located opposite the Empire Theatre. The new space will also celebrate the heritage, and promote regeneration of the adjacent building.

3) Pier Gardens offer an incredible traffic free linear park running along the length of the town centre. Currently consisting of small scale activities and gardens, the space doesn't realise its potential and is in need of refurbishment. Our Masterplan proposes a series of "outdoor rooms" that provide new family activities such as splash pads, a slide based play area that incorporates the embankment, adventure place and a biodiversity area, offering a peaceful green space.

Opportunities Plan:



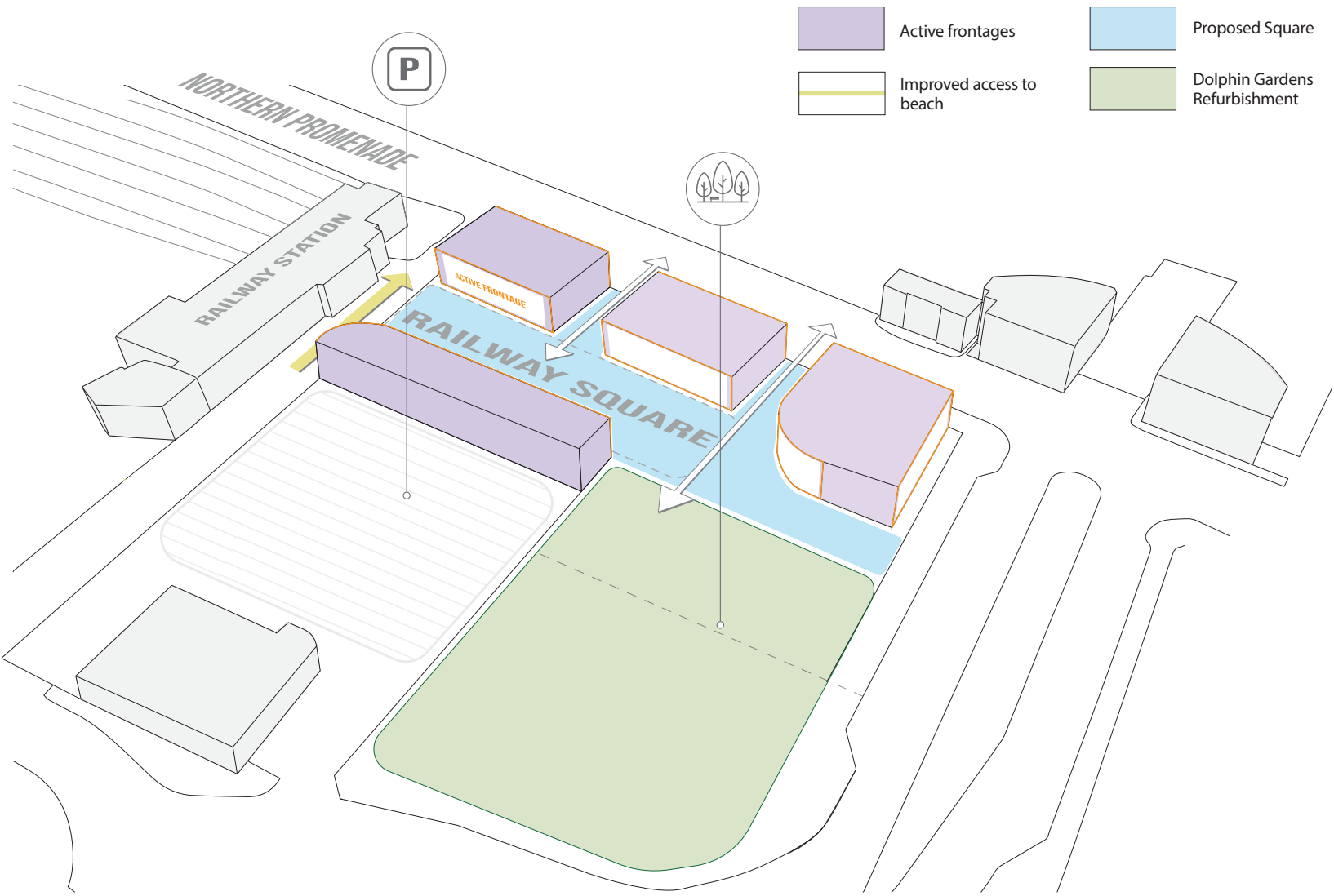
Interventions Precedent Images:



4) A proposed cafe and bar in the centre of Pier Garden creates a new development opportunity and provides a central focal point for the gardens. A glazed north frontage would offer panoramas of the Humber while spill out areas would create evening and out of season animation to the gardens.

5) The embankment between the Pier Gardens and promenade should be viewed as an opportunity rather than a constraint. We are proposing to create a tiered amphitheatre facing the beach with a stage area at the promenade level. This would

Railway Plaza Design Principles Diagram



become the site for small scale outdoor concerts and events while providing a viewing area for day to day use.

Note that events may need the short term closure of Central Promenade to avoid vehicular and pedestrian conflict.

6) Whilst the current library provision is not in question there is potential for the library building and its site to be considered for future development, but if this project comes forward, alternative

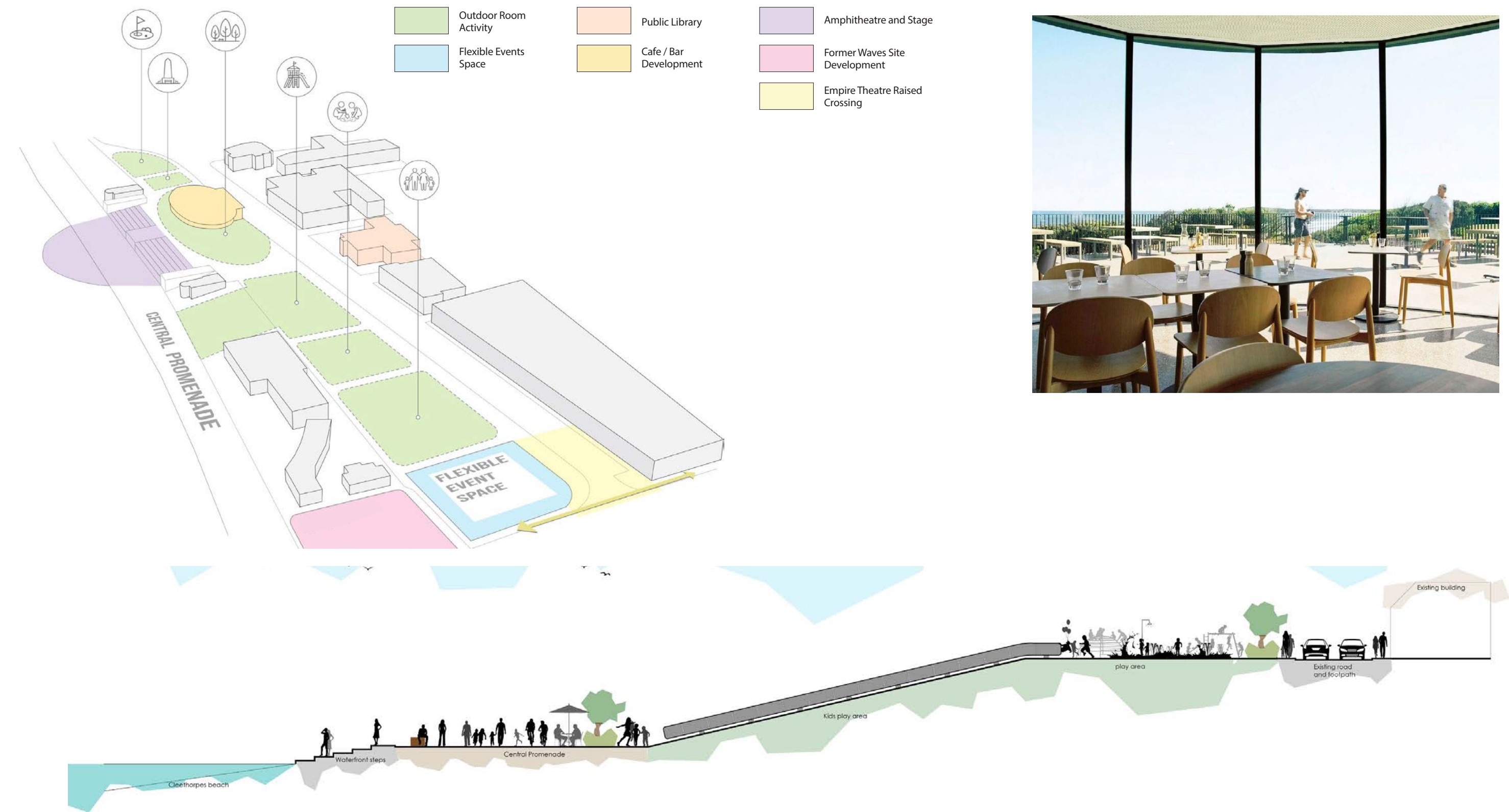
options for the location of the library service will be fully considered and consulted with key stakeholders.

7) As with the North Promenade, access to the beach along Central Promenade is also restricted to a few key points. Our proposal is again to link in with future opportunities through the Environment Agency, to potentially remove the full length of this barrier and create an open set of steps leading down to the beach level.

Interventions Precedent Images:



Pier Gardens Design Principles Diagram



Interventions Precedent Images:



Illustrative Masterplan



POTENTIAL INTERVENTION LIST

- 1 Railway Plaza, including Dolphin Gardens
- 2 Alexandra Road crossing
- 3 Pier Gardens play zones
- 4 New Cafe and Bar development
- 5 Amphitheatre and stage
- 6 Potential Development Opportunity
- 7 Tiered Sea Wall



Cleethorpe's Town Centre is in good health and our proposals are about making it more robust to economic change, ensuring it takes advantage of the tourist trade and ensuring it meets the needs of the community. Compared to the North and Central Promenade our interventions are more conservative. The primary objective of our concept is to create a retail led loop linking the promenade to the town centre. This proposed loop, which is the focus of the project, consists of Alexandra Road, Market Street, St Peter's Avenue, Cambridge Street and Sea View Street.

Consultation Summary:

Incentives to fill vacant shops is considered a priority for St Peter's Avenue amongst survey respondents. More local and independent, shops, cafés, restaurants, increased street planting and greenery, and improved shop frontages would also encourage respondents to visit more frequently. Respondents would like to see space for al-fresco style dining, as well as a regular market and more street-trees and greenery in Market Street. Whilst more events, pop-ups, space for al-fresco dining, and public realm improvements that provide

Zone Location Plan:



a more pedestrian friendly environment would encourage respondents to visit Sea View Quarter more often.

1) The key town centre intervention is reintroducing the historic Market Square. Development options will consider pedestrianisation in order to create a flexible and safe plaza that can accommodate markets, food festival and retail associated events. Defensible spaces around the perimeter will encourage cafe and restaurant outdoor dining and gradually evolve the type of building usage.

High quality natural stone materials and carefully considered street furniture are essential to creating a successful space. Green infrastructure should be used to soften the area and help define separate spaces

Key considerations are the rerouting of traffic flow and the realignment of any parking provisions.

The flat roof Sainsbury's building would be an optional development opportunity requiring a direct discussion with the building owner.

We note that the Market Square concept has been identified as a high priority project in the past and we agree with the concept layout produce by LDA (see right)

Interventions Precedent Images:

