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Development objectives

To ensure the masterplan meets the aspirations of this vision, nine development objectives, derived from the Strategic Objectives set out within Naiman East Landscaping Plan, have been established as the basis of the design and development process.

- 1. Population**
To provide a quality, deliverable and viable masterplan for approximately 3,500 residents, which will be capable of being delivered in a timely and cost-effective way, delivering a mix of housing and local facilities for a wide range of people.
- 2. Climate change**
To deliver a sustainable masterplan that addresses both the cause and effects of climate change through the creation of diverse ecological and recreational green infrastructure; efficient heating and neighbourhood centres that promote easy access to low carbon modes of transport; and the inclusion of green roofs, solar panels, rainwater harvesting, food net, and seawater desalination, to save air, water and energy production.
- 3. Economy**
To deliver a masterplan that combines employment opportunities as an integral part of the development, providing opportunities for emerging work sectors, businesses, including home working and shared workspace as part of the design of the local environment.
- 4. Housing**
Delivery of high quality, locally distinctive medium and affordable housing to meet the needs of all ageing population. The masterplan will address technological advances, partnerships with social housing providers, extra care and sheltered accommodation as well as innovative housing solutions, to help create a vibrant community.
- 5. Retail and health care**
Creating a state-of-the-art healthy lifestyle hub and tackling social inequalities through a mix of healthcare services, such as GP surgery, mental health services, specialist clinics, impact of vehicle emissions, to help create a vibrant community.

Views sought on Emerging Masterplan

Plans for the new town are intended to form part of the public consultation process for finalising the masterplan.

What Will My Comments be Used For?

All thoughts, suggestions, and issues raised will be carefully considered to help shape the future of these proposals. We will engage with local residents and interest groups to inform the development. Your feedback is required to refine the development.

When Will I be Consulted Again?

Once the planning application has been determined, the Council will consult local residents and other interested parties on the proposed development.

Method of providing feedback

You can provide feedback either by participating in the consultation event or on the Glimly Web website: [http://www.glimlyweb.co.uk](#). Feedback should be submitted by August 2017.



4.3 Stakeholder workshop

The applicant team also hosted a stakeholder workshop in summer 2025 with a number of key statutory consultees. This workshop saw consultees invited to join 'topic tables' to discuss the proposals with members of the Grimsby West project team.

The proposals, and changes made through the course of the masterplanning process were presented to the attendees, then discussions were held on each topic table. The four topic tables were: Drainage & Chalk Stream, Highways & Environmental Health, Ecology & Landscape, and Design & Facilities.

Attendees included:

- Environment Agency
- Humberside Police

- Lincolnshire CC – Chalk Stream
- Lincolnshire Wildlife Trust – Ecology
- National Highways
- NELC – Drainage, Ecology, Environmental Health, Planning, Public Health, Transport, Trees



5

Creating urban structure

- 1 Introduction
- 2 Appreciating the context
- 3 Vision and objectives
- 4 Consultation
- 5 Creating urban structure
- 6 Design response
- 7 Delivery
- 8 Next steps

5 Creating urban structure

5.1 Design principles

Following the design vision and objectives a series of more detailed design principles have been established to inform the development of a design framework for the site. These are as follows:

- 1 Three distinctive neighbourhoods
- 2 Connectivity
- 3 Green infrastructure
- 4 Views and landmarks
- 5 Density gradient
- 6 Urban form

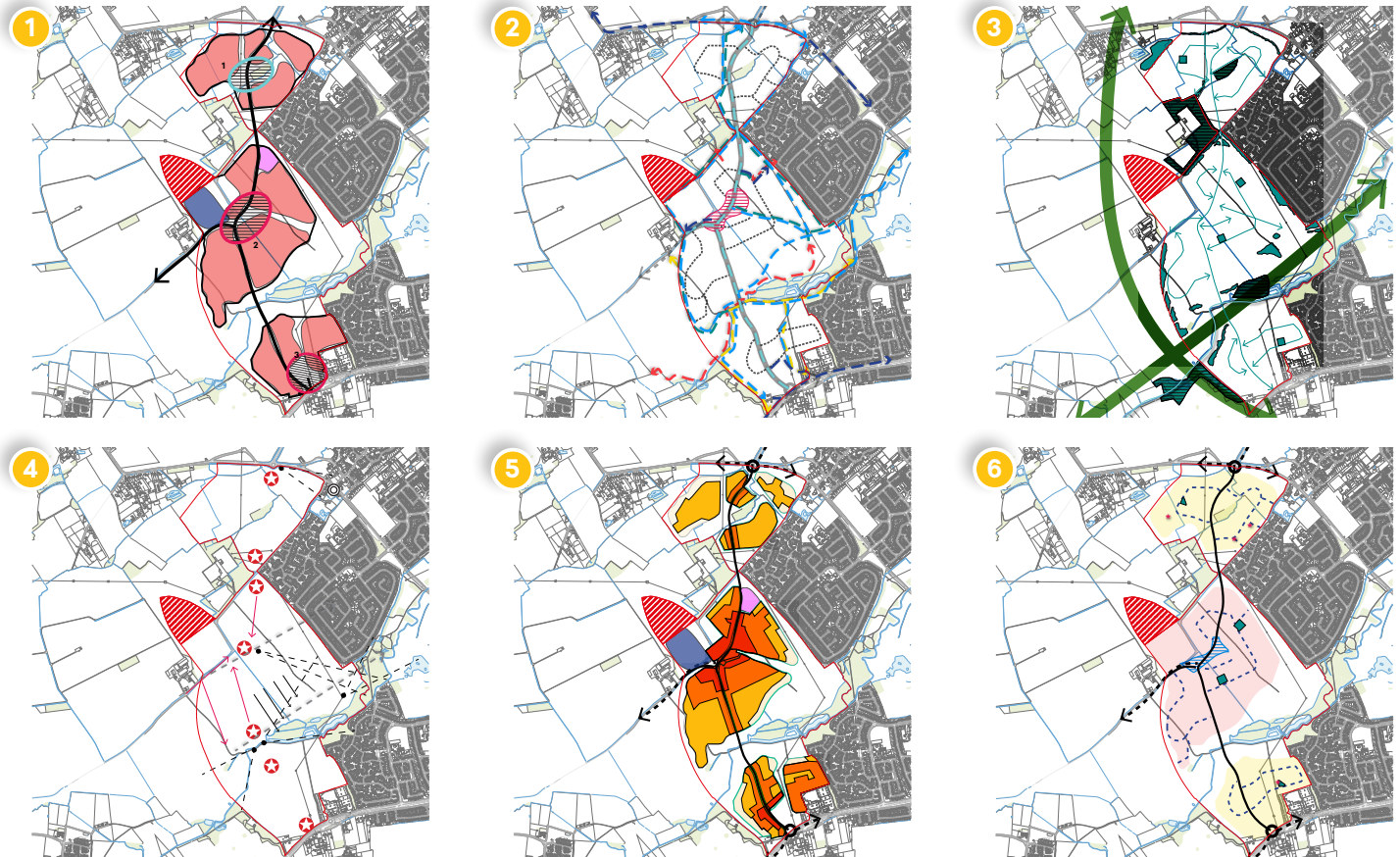
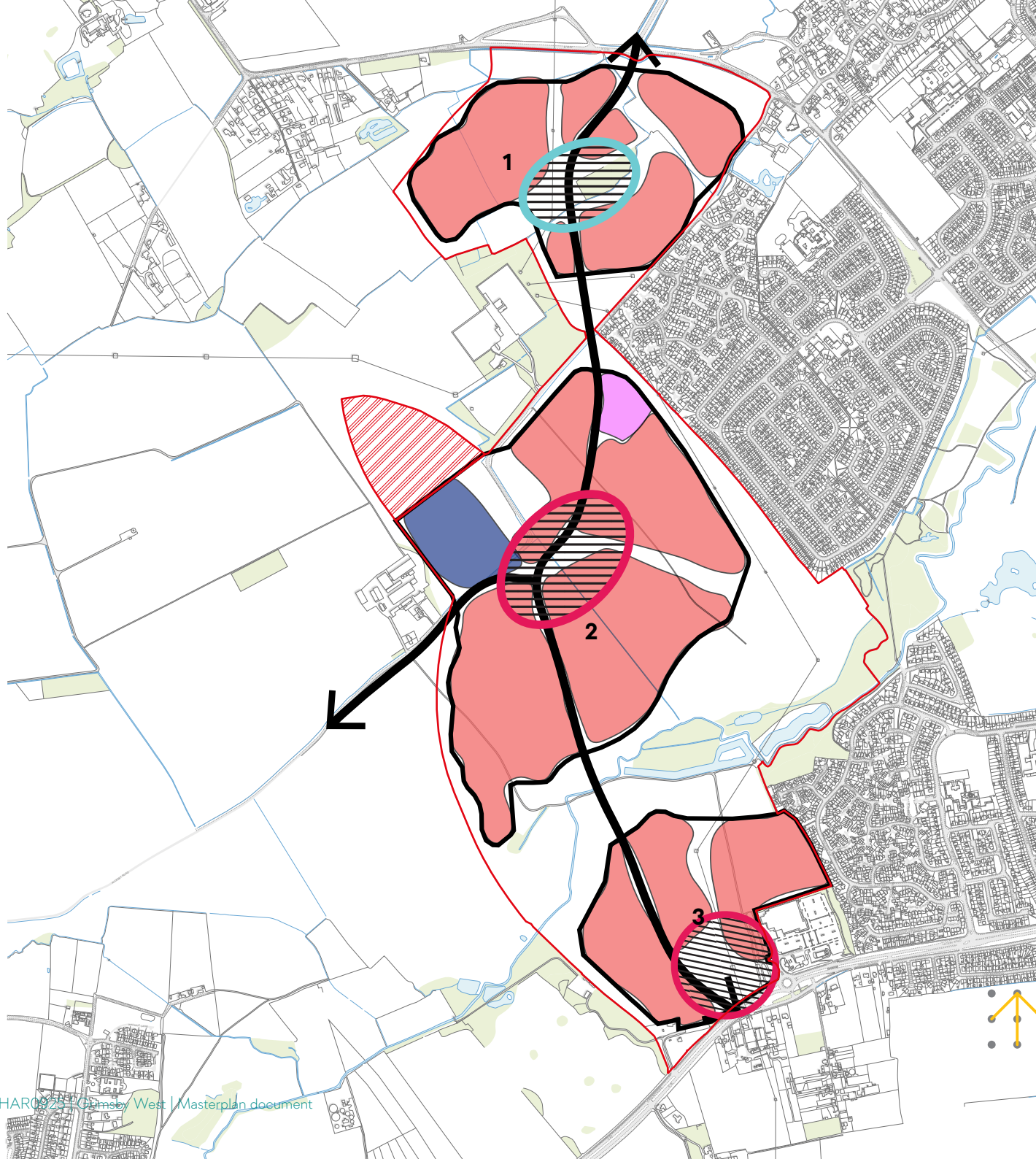


figure 5.1 | nts | design principles



Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Creation of three interconnected villages

- Residential
- Local centre
- Green Heart
- Primary school
- Secondary school/potential residential
- Link road

1: Three distinctive neighbourhoods

In order to create character and a sense of identity, the proposed development has been split into a series of three interconnecting neighbourhoods, each of which will have its own unique centre and the design and density will alter to provide a choice of places to live.



figure 5.2 | nts | design principle 1

Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Connectivity

- New link road
- Existing main road
- Secondary route
- Cycle route
- Recreation cycle route
- Indicative cycle route
- Bridleway
- Public rights of way
- Public right of way/Bridleway
- Shared surface in local centre

2: Connectivity

A strategic internal link road will connect Great Coates Road in the north with Grimsby Road in the south. A series of connected secondary, residential and informal streets will provide legibility for vehicle users. The site will also be well connected into existing public right of way network and cycle routes.

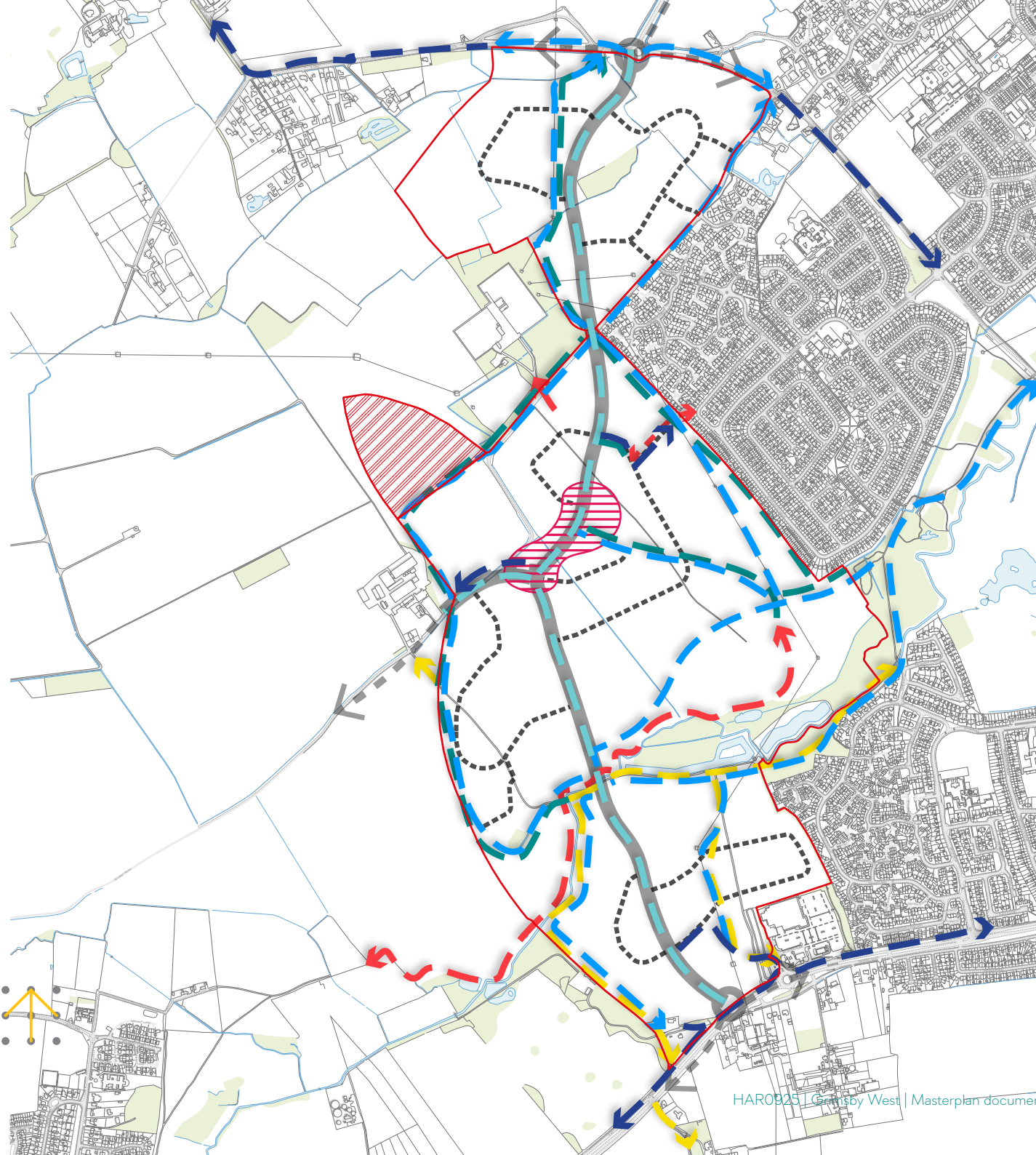
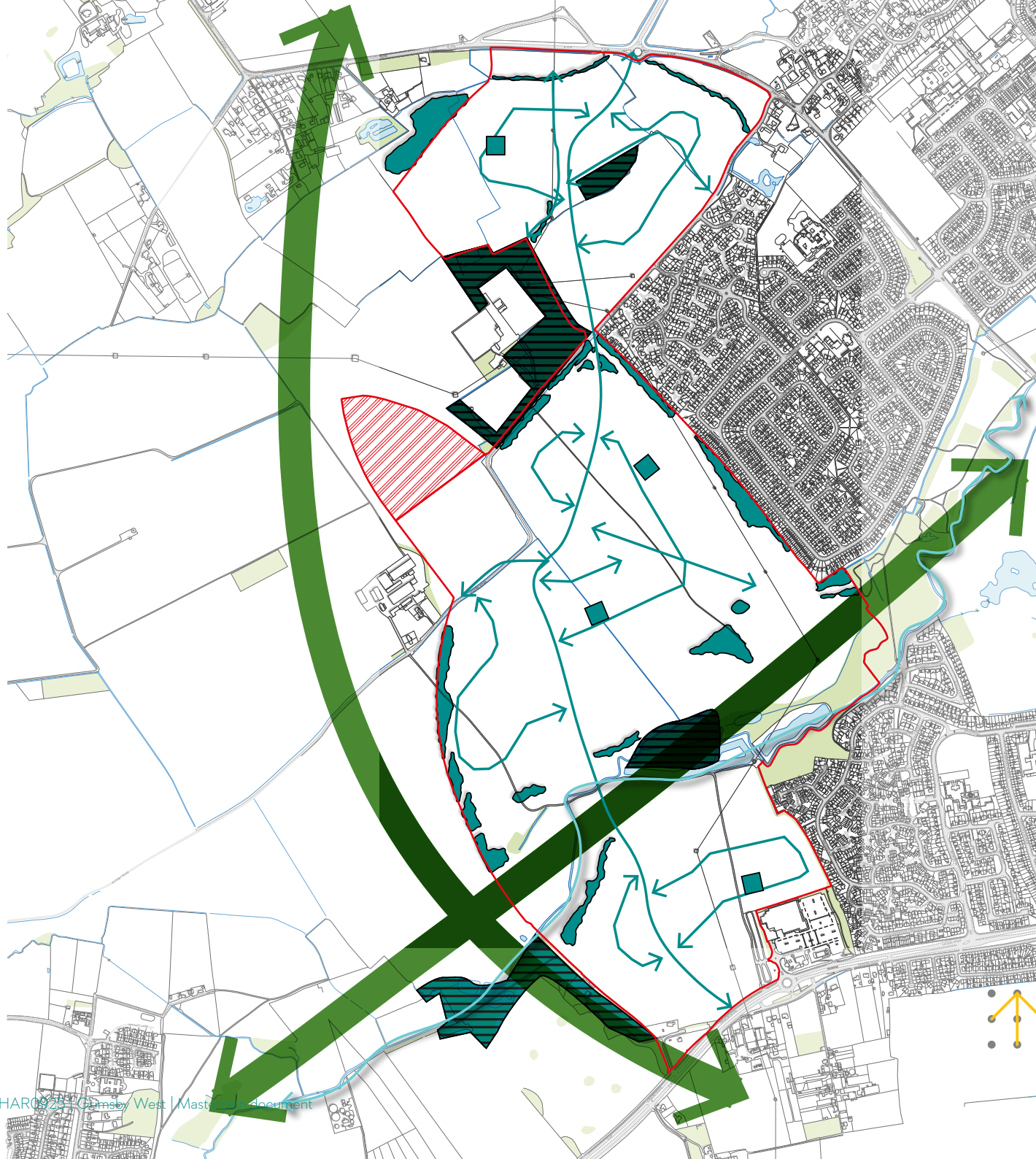


figure 5.3 | nts | design principle 2



Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Green infrastructure

- Green corridors
- ↔ Green links
- Existing woodland
- Proposed buffer planting
- Watercourse
- Pocket park/ children's play

3: Green infrastructure

Proposals have been designed to retain the existing green network of routes and watercourses including protecting the Freshney Valley. Additional planting on the edge of development will help to soften and filter views of proposals. Residential areas will include tree lined streets and a series of pocket parks and play areas.



figure 5.4 | nts | design principle 3

Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Views and landmarks

- ★ Proposed gateway/ landmark
- ⊙ Existing landmark
- Key view
- Key vista
- Views down streets towards Freshney Valley
- Long distance vista of Grimsby Dock Tower

4: Views and landmarks

Consideration has been given to both the protection of existing views and the creation of new views to built landmarks and to wider countryside beyond the development. This includes existing views to Saint Nicolas Church and Grimsby Docks Tower. New views will focus on new landmark buildings at key gateways and in the new local centres, which will help with navigation and orientation.

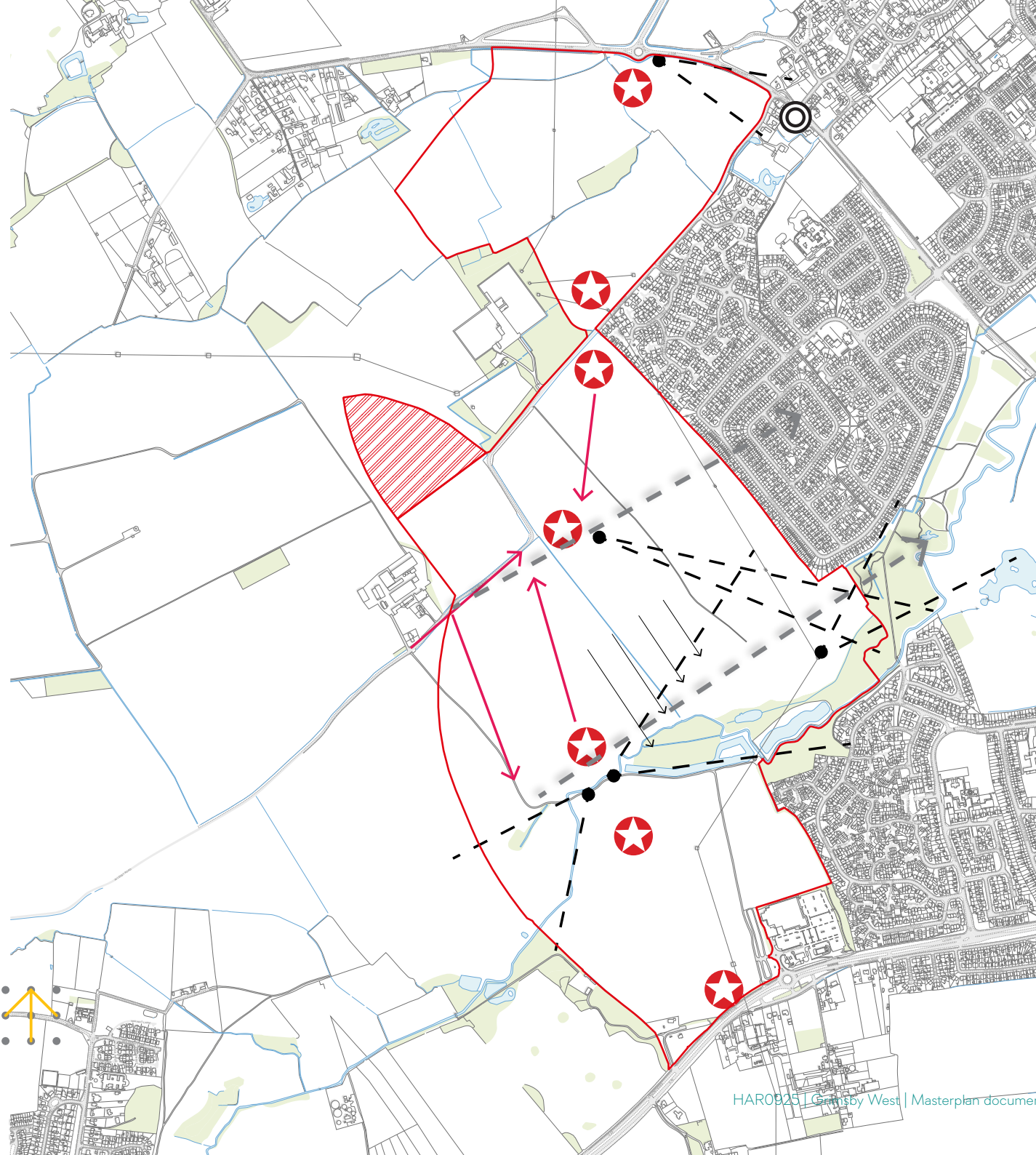
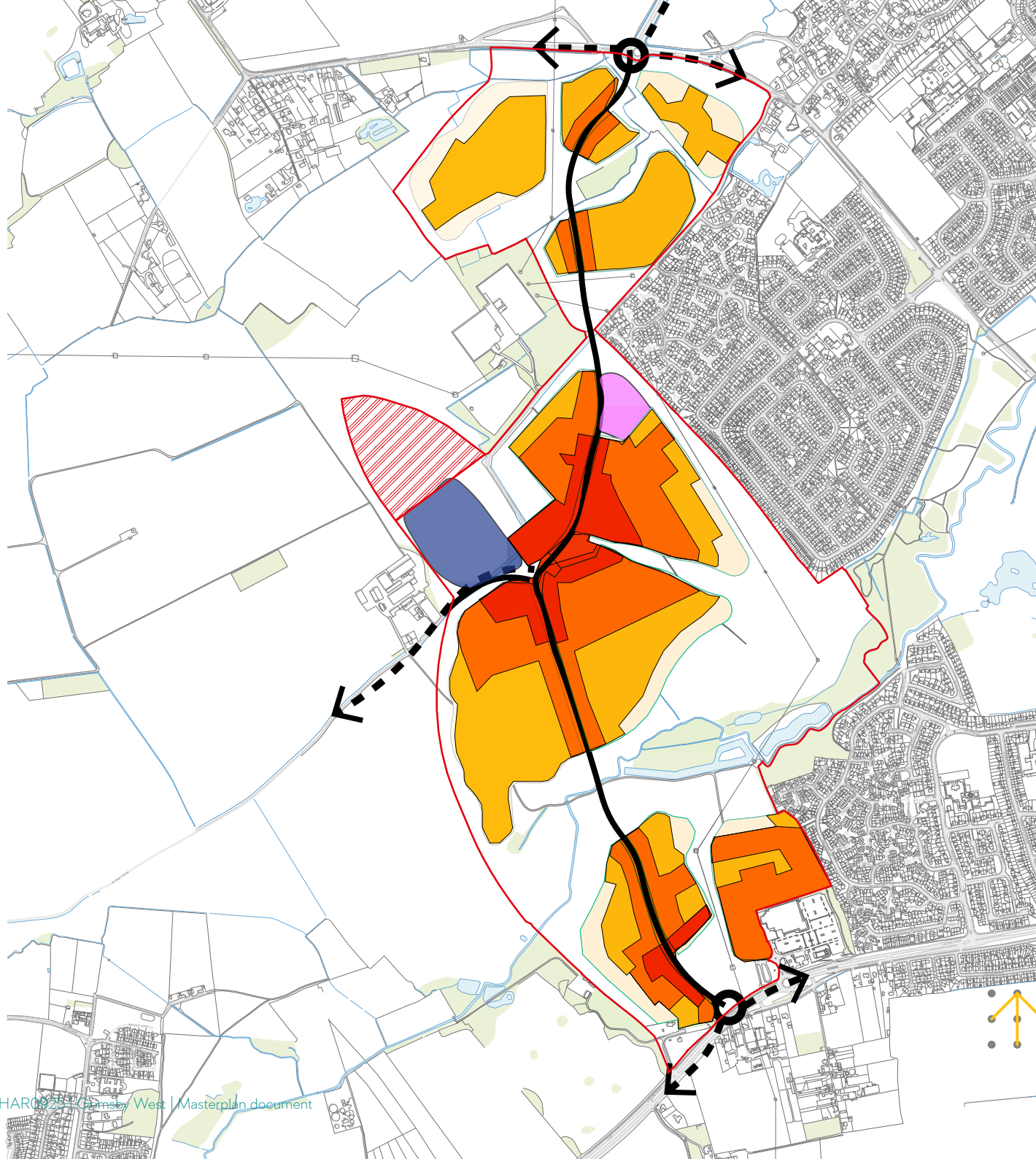


figure 5.5 | nts | design principle 4



Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Density gradient

- Existing main road
- Link road
- 40-50 dph
- 35-40 dph
- 30-35 dph
- Less than 30 dph
- Primary school
- Secondary school/potential residential

5: Density gradient

To create character and to encourage walking and cycling it is proposed to have a density gradient across the site incorporating high, medium, low and very low densities. Higher densities will be located closer to the local centre and along the spine road in close proximity to new bus routes with lower densities found on the periphery to help create a softer and more permeable edge to development.



figure 5.6 | nts | design principle 5

Legend

- Site boundary (206.4ha)
- Proposed sub station site (7.4ha)

Urban form

- Existing main road
- Link road
- Secondary route
- Shared space
- Grid street pattern
- Offset informal grid
- Pocket park/ Children's play
- * Incidental spaces

6: Urban form

Different patterns of urban form are created for each village through a range of street and space patterns. The northern village will reflect Great Coates' character and linear form with an emphasis on a green heart. The central village will be formal with a gridded street pattern and squares to reflect parts of Grimsby. The southern village will have a denser form with triangular spaces and offset grid.

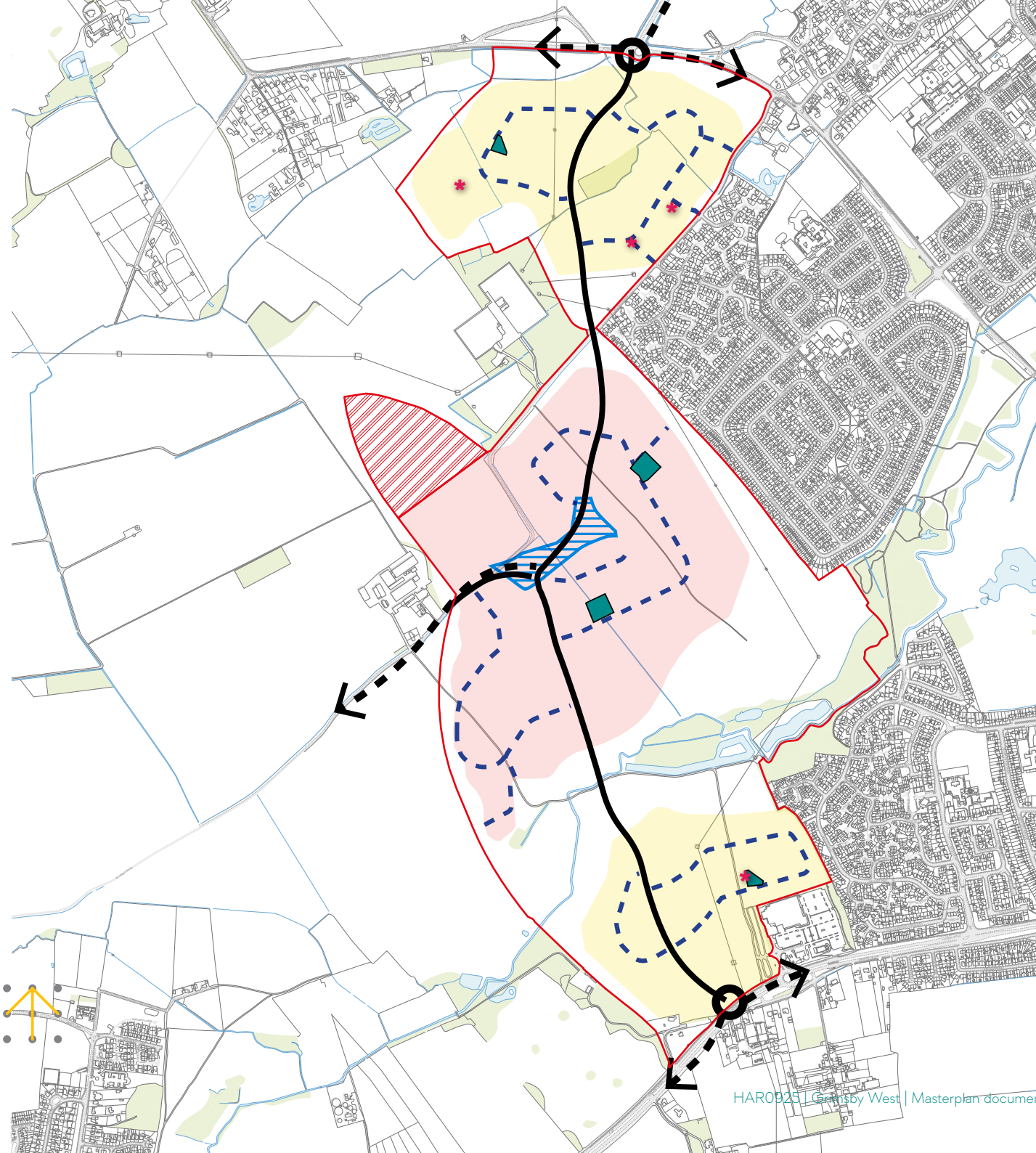


figure 5.7 | nts | design principle 6

5.2 Design Parameters

5.2.1 Character area framework

A key feature of the masterplan's design is the incorporation of three distinctive neighbourhoods. The starting point for creating a high quality place, with a distinctive identity is to agree a vision for the character of each village, which then informs the character of the spine road that passes through it.

To start this process, we have identified an initial concept philosophy for each of the villages. At this stage the names and character are illustrative of how varied characteristics can be delivered on the site across the three villages. They are not fixed, and are presented to prompt discussion among stakeholders.

Further details for each area are provided in chapter 6.

West Coates

The northern-most neighbourhood has been notionally entitled West Coates. This area lies to the west of the existing village of Great Coates and has the potential to draw upon existing key contextual characteristics (without resorting to pastiche), to create a place which has local identity and connections.

Aylesby Wood

The largest of the three neighbourhood to be created has been notionally entitled Aylesby Wood, as it sits on the Aylesby Road and has the potential to have a wooded green edge to help screen it from the proposed power infrastructure site. Aylesby Wood has the potential to take on the characteristics of villages and local centres such as Laceby, whilst responding to the form of the formal grid street pattern that can be found in Grimsby itself.

Freshney Valley

The smallest of the three neighbourhood to be created has been notionally entitled Freshney Valley as it creates the gateway to the Freshney valley. Freshney Valley has the potential to provide an important gateway with an emphasis on green, biodiversity and eco-credentials. An organic street pattern, emphasis on walking and cycling and a green entrance will help to define this village's character.

Legend

- West Coates
- Aylesby Wood
- Freshney Village
- Primary boulevard
- Secondary avenue

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metres

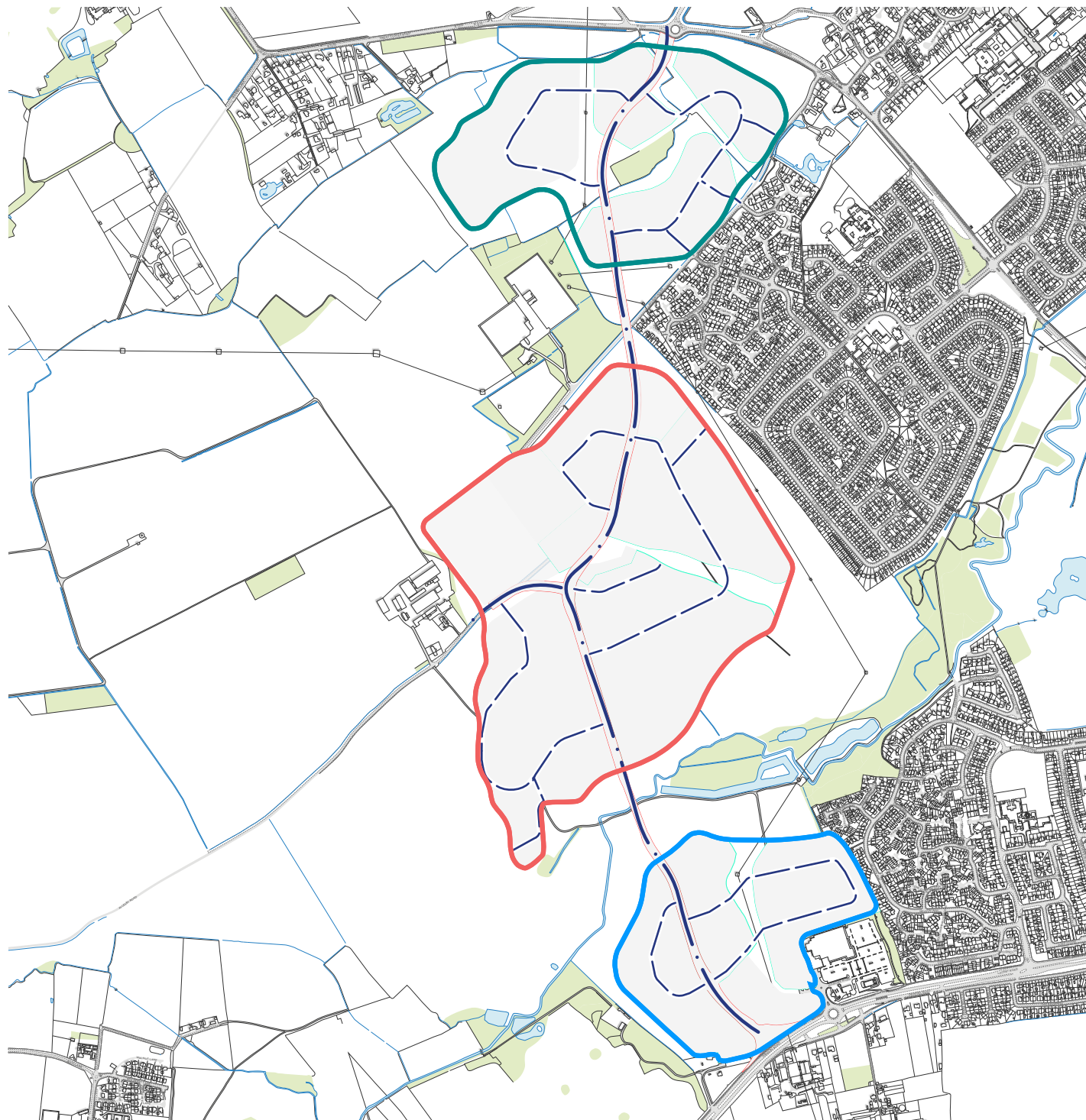


figure 5.8 | 1:15,000 | character area framework

5.2.2 Land use framework

The land use parameter plan alongside a land use schedule provides a breakdown for each of the land uses and breaks the residential area down into a series of parcels to help inform highway and junction requirements as well as phasing.

The land use framework for the site locates two mixed-use local centres. One of the proposed local centres is situated in the centre of the site along with the proposed link road. A relatively central location assists with pedestrian access as well as easy access by vehicle to the facilities from within the scheme and existing neighbourhoods. The framework is located in another mixed-use area on the southern side of the site adjacent to A46 Grimsby Road. The location, which is slightly further east than originally planned, allows the local centre to be delivered together with the existing Morrisons grocery store. It aims to create a highly active and attractive new but adopting local centre.

The scheme proposes a primary school in the proposed local centre, in the centre of the site. The school location reflects the existing provision of the primary school in Wybers Wood, to the immediate east

of the site. The secondary school is also considered to be provided on the opposite side of the primary school, allowing easy access to the playing field to the north.

The remaining site area is divided between residential land and public open space, which has been carefully designed to integrate effectively from the outset of the scheme design. This has created residential neighbourhoods interspersed with swathes of landscape of varied character and use. The landscape divisions helped to define character areas, which are described in more detail in the 5.2.4 landscape framework.

The broad distribution of built land uses and landscape areas has also been designed to coordinate with the results of the flood risk assessment to ensure that the 100-year flood levels can be accommodated safely on-site.

- Legend**
-  Site boundary (206.4ha)
 -  Proposed substation
 -  Residential development (97.3ha)
 -  Two mixed use local centres (3.0ha)
 -  Education (Primary school) (1.7ha)
 -  Education (Secondary school) (5.8ha)
 -  Play fields (3.3ha)
 -  3 football pitch
 -  Infrastructure (Spine road) (7.3ha)
 -  Parking for SANG
 -  Market square
 -  Green infrastructure (80.2 ha)
 -  Freshney Valley country park
 -  Proposed woodland
 -  Equipped play areas
 -  Allotments (2.0 ha)
 -  Solar farm
 -  GWS Area of Search National Grid proposed new sub-station
 -  Potential edge of power corridor



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metres

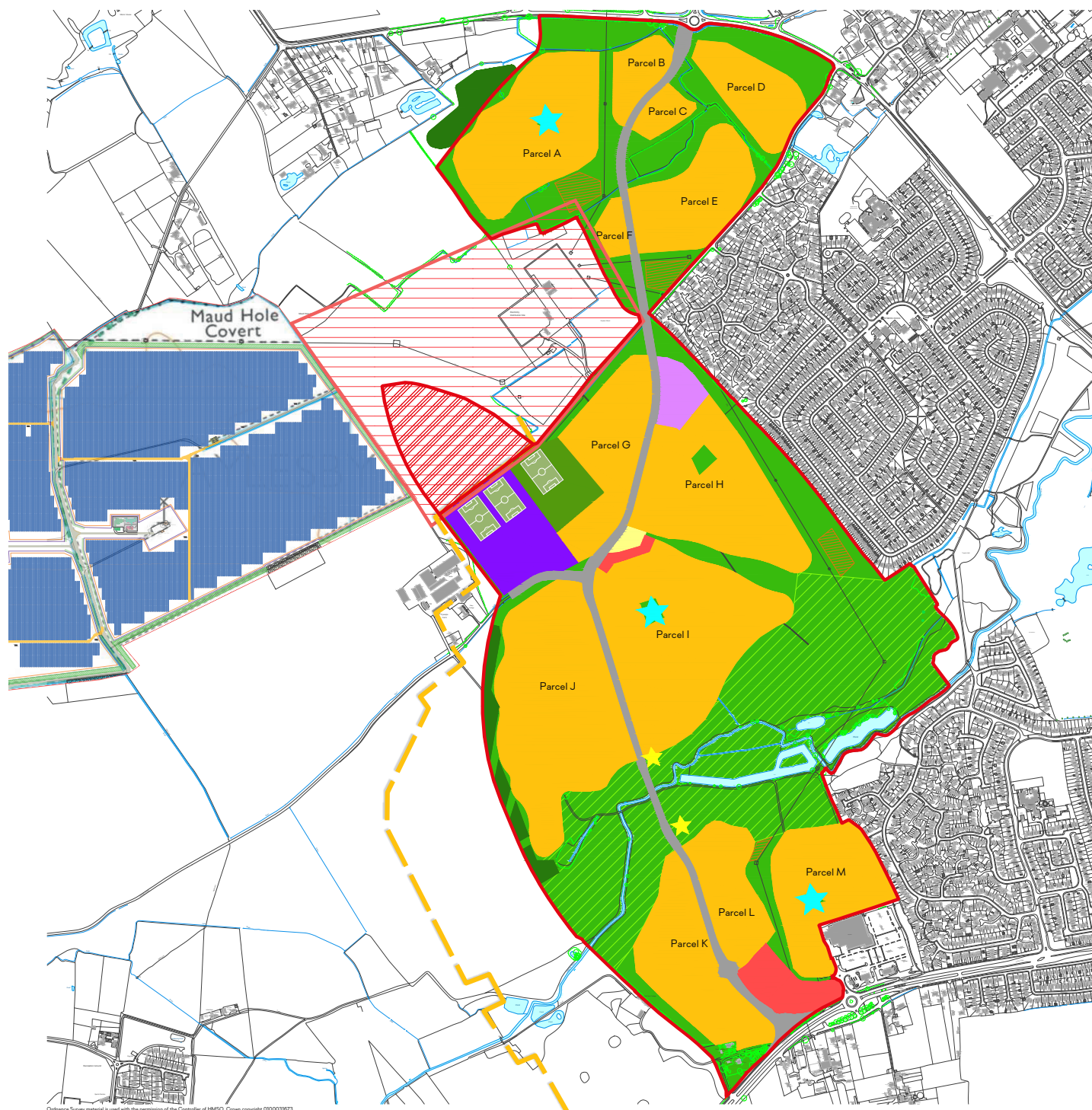


figure 5.9 | 1:15,000 | land use framework

5.2.3 Movement framework

In line with the policy for Grimsby West the site will be accessed from the A1136 Great Coates Road in the north and from the A46 Grimsby Road in the south. The northern access will be at the A1136/ B1210 Great Coates roundabout. To accommodate the 4th arm and anticipated level of traffic the junction will need to be improved. Both roundabout and traffic signal options are being considered, as well as suitable signal controlled crossing provision for the Healing Pedalway which is an important active travel route to Healing and Healing Academy. This access will provide an easy link to the A180 for access to the large employment sites in Grimsby and Immingham, and to the M180.

The southern access will be a new roundabout junction onto the A46 located to the west of the Morrisons roundabout and design options are currently being considered to reduce impact on two properties. Further work on both access junctions is needed to refine the design and to include appropriate pedestrian and cycle facilities

The two site access junctions will be connected by a link road which will provide a new highway connection between the A1136 and the A46 and is expected to provide some traffic relief to the B1444 Little Coates Road and the A1136 Great

Coates Road. The Link Road has been discussed with the Council and there is a broad level of agreement.

Its parameters are a combination of Manual for Streets and Design Manual for Roads and Bridges, and are summarised below:

Speed Limit/ Design Speed	30mph / 50kph
Carriageway width	7.3m
Cycle provision	1.5m cycle lanes with 0.5m light segregation
Verge	2.0m minimum (where provided)
Stopping Sigh Distance	43m minimum
Horizontal radius	90m minimum

The link road will have footway and cycleways along its length and will be a bus route with a number of stops along its length. Bus stops will be provided with shelters and bus information.

The link road will cross the Aylesby Road and consideration is being given to how Aylesby Road will connect to the Link Road. It is proposed that the western section of Aylesby Road will connect to the Link Road at a new junction close to the proposed location of the secondary school and local centre.

For the eastern section (from the National Grid site to Great Coates Road) connections from Albatross Drive and Cormorant Drive to the Link Road will be provided. Consideration is being given to Aylesby Road becoming an attractive pedestrian and cycle route, closing the junction with Great Coates Road for vehicles, and simplifying the Aylesby/ Great Coates/ Station Road junction. Vehicular access for existing residents on this section of Aylesby Road would be provided via the secondary road to the link road and Aylesby Road would only be closed once these roads were in place. Closure of Aylesby Road would be subject to a separate consultation process for the necessary traffic regulation orders, The National Grid site will have a new junction from the Link Road..



The site includes the provision of new schools, local centres and a country park. In addition, the Morrisons superstore is nearby. These facilities all reduce the need to travel and enhance the sustainability of the site. Good sustainable transport links through the site and connections to Grimsby and the surrounding areas are essential.

The government’s target is that 50% of all short journeys will be by foot, cycle or public transport by 2030. The site will be providing a network of pedestrian and cycle links across the site and links to the






existing facilities on Great Coates Road, to Wybers Wood, to the existing network along the River Freshney and along the A46.

The Link Road will be the public transport spine though the site, and all parts are within an easy walking distance of services running along that route. It is planned to provide regular and frequent bus services through the site connecting it to the town centre, as well as to other key destinations. Discussions are being held with the Council and Stagecoach to develop appropriate service proposals.





Legend

-  Site boundary (206.4ha)
-  Proposed sub station site (7.4ha)





Street hierarchy

-  Primary boulevard
-  Secondary avenue
-  Residential street
-  Informal street
-  Private street

Pedestrian and cycle

-  Existing footpath
-  Existing public rights of way
-  Existing bridleway
-  Proposed public rights of way/bridleway

Pedestrian and cycle

-  Existing cycle lane
-  Proposed indicative cycle lane
-  Proposed cycle lane
-  Proposed recreational cycle lane



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metres

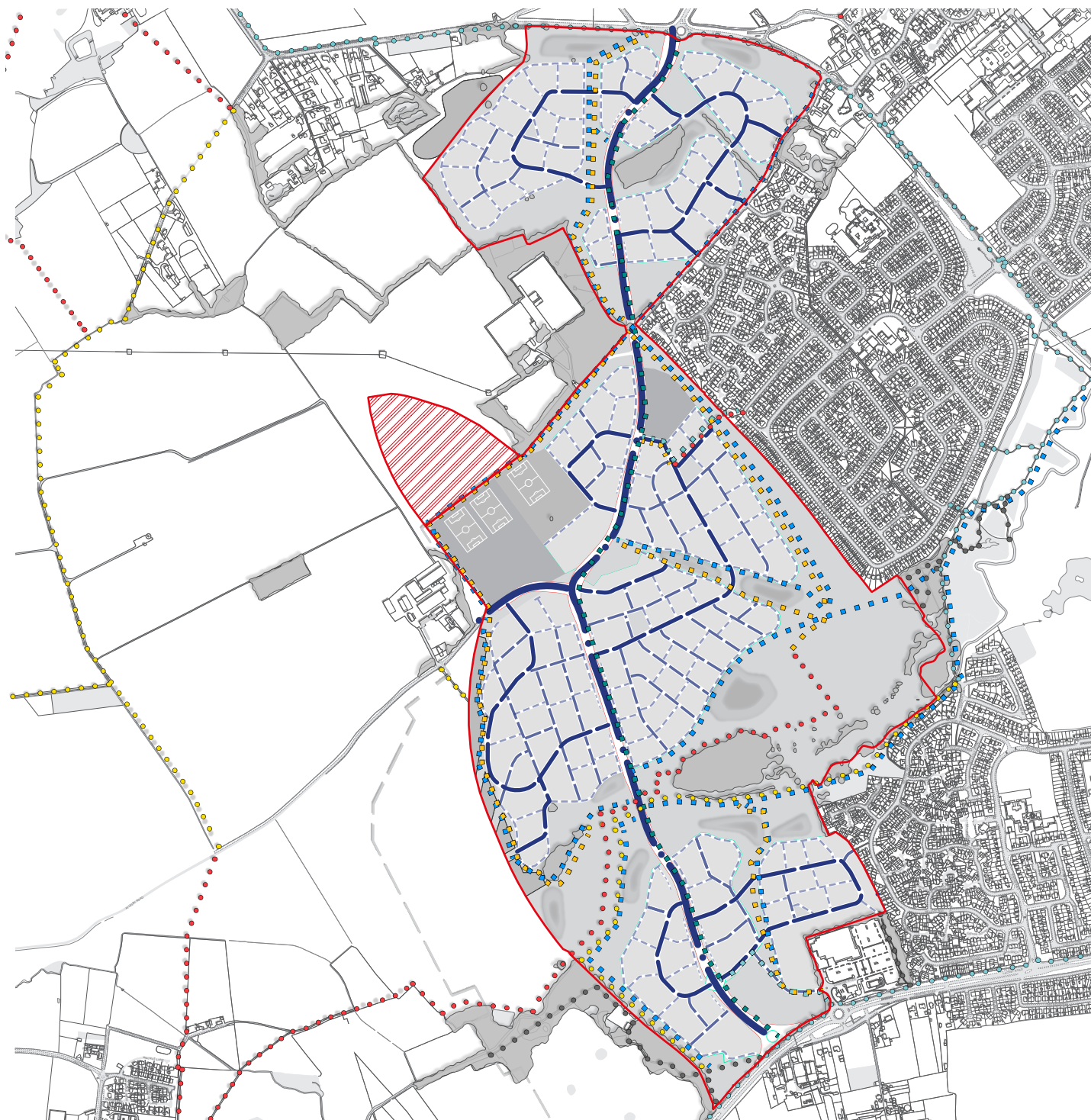


figure 5.10 | 1:15,000 | movement framework

Potential Access Junctions

The potential access junction arrangements are shown below, the detailed specification of these will be agreed through the planning application:

A1136 Great Coates Road

A 4 arm traffic signal junction arrangement is being considered to replace the existing 3-arm roundabout. It includes a pedestrian and cycle signal controlled crossing of the link road for connection with the Healing Pedalway.

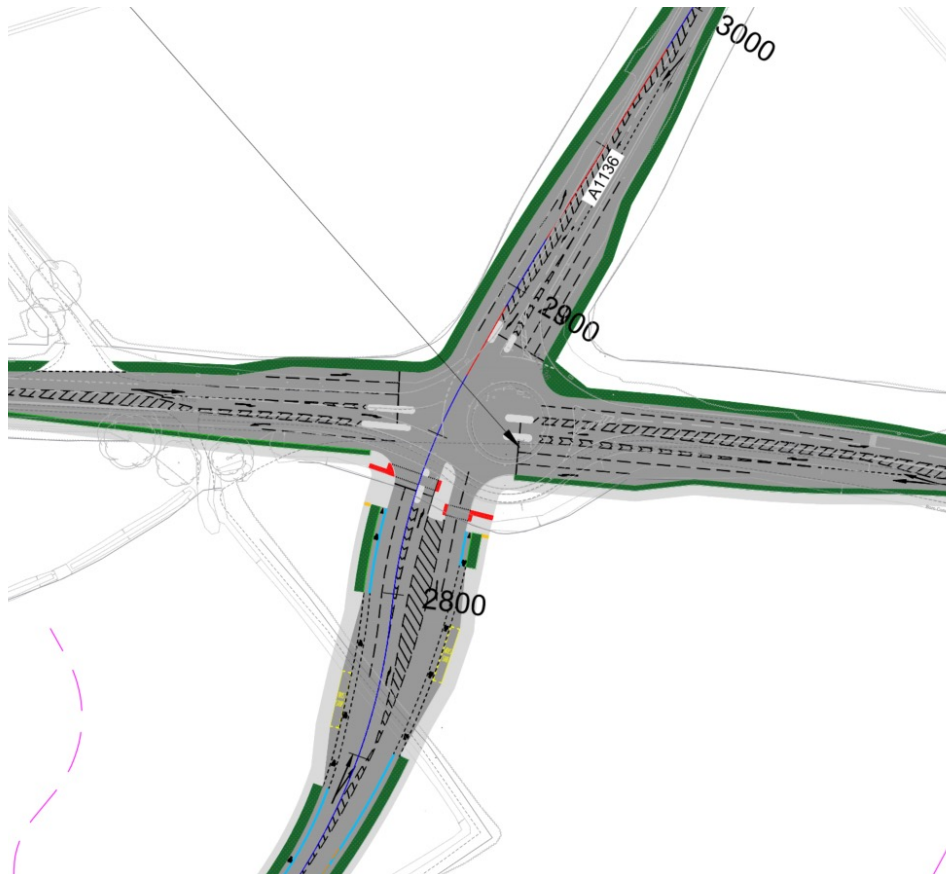


figure 5.11 | NTS | Access: Great Coates Road

A46 Grimsby Road

A 3-arm roundabout junction is being considered. It includes a pedestrian and cycle signal controlled crossing of the link road for connection with the Laceby cycleway, a signal controlled pedestrian crossing of the A46 west arm.

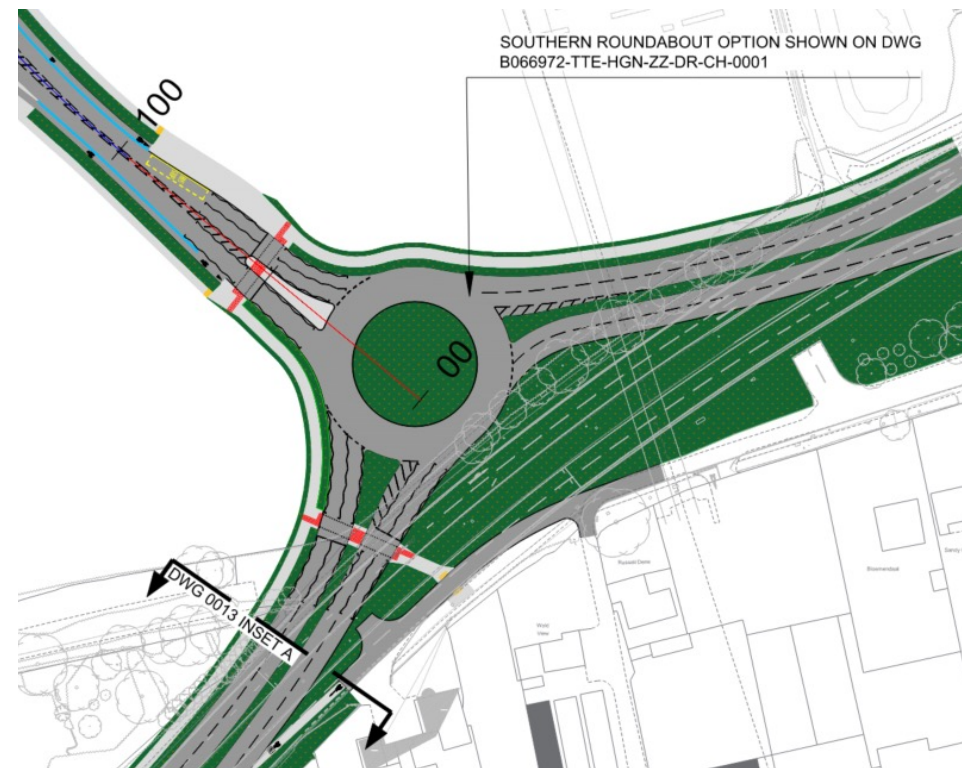


figure 5.12 | NTS | Access: Grimsby Road

Malby Avenue will be extended west of Wold View so that Dar Es Salaam and Orchards, which currently have direct access only to the A46 westbound carriageway, will be able to gain access to the A46 via Cottagers Plot roundabout.

Aylesby Road

A 4 arm traffic signal junction arrangement is being considered for the Aylesby Road junction with the Link Road. The western (Aylesby Road) arm will also serve the proposed secondary school, and residential areas.

The eastern arm will serve the local centre and residential areas. The junction includes a pedestrian and cycle signal controlled crossing of all four arms.

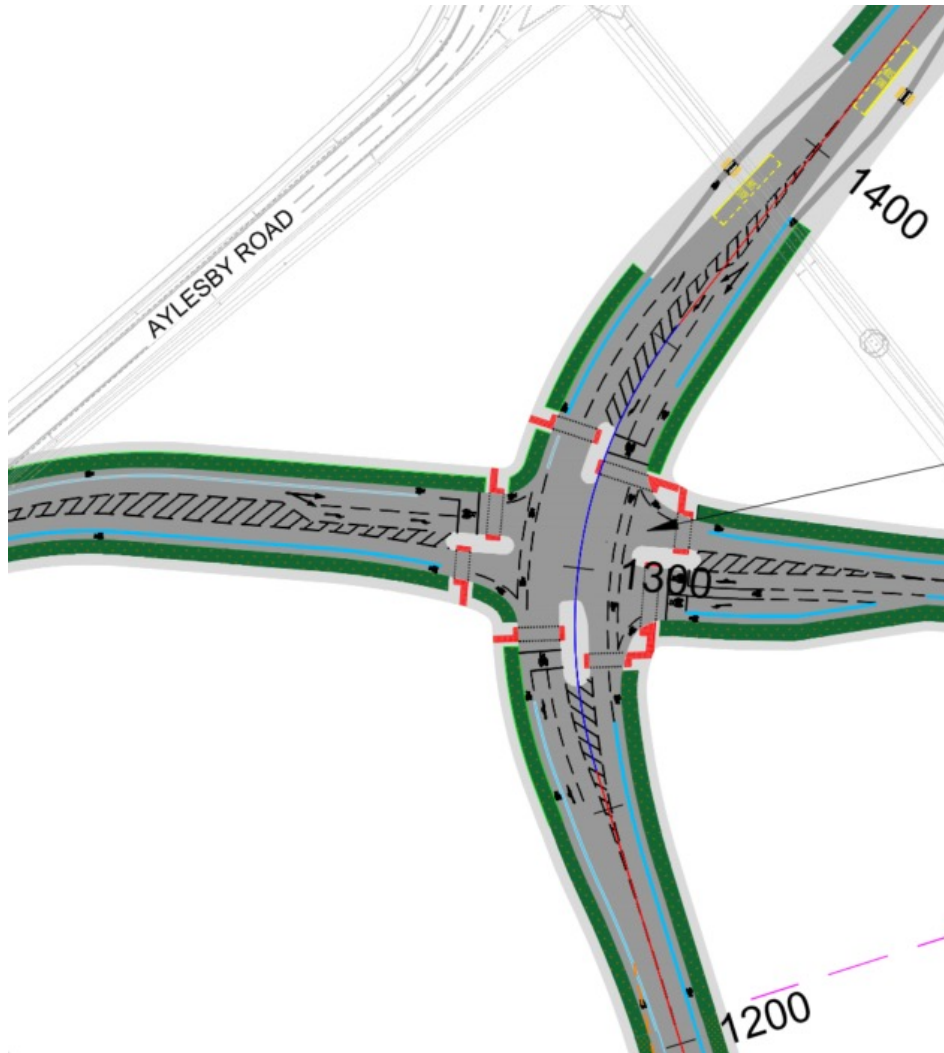


figure 5.13 | NTS | Access: Aylesby Road

5.2.4 Landscape framework

The landscape strategy will look to create different landscape character areas across the site that will be shaped by a mosaic of the following landscape types:

- Woodland
- Grassland
- Wildflower meadow
- Wetland meadow
- Ponds, swales and water features
- Scrub
- Parks and squares.

The proposed strategy aims to protect existing valuable landscape features (see fig.5.14) as well as to improve overall biodiversity and ecological benefits. To ensure this, 40% of the site will be green infrastructure (203 acres/ 82 hectares) alongside the provision of playing fields and sport facilities.

Landscape character areas

Three proposed landscape character areas reflect on the relevant landscape typologies identified within National, Regional and Local landscape character assessments, alongside the urban design principles for the new neighbourhoods. An overview of each area from north to south, is set out as follows:

- **Woodland edge of West Coates:** the landscape approach is to incorporate a mixture of additional trees, scrub planting and grassland to the site's borders, and to promote a network of green corridors with mature trees and long front gardens to the residential boulevards flowing through the village.
- **Central landscape of Aylesby Wood:** the area features a more formal approach to landscape of squares and avenues, with street trees framing the long distance views out to the Freshney valley and stream. A series of attenuation ponds to village border are integrated beside proposed woodlands which aim to screen the development from the footpath network in the new Freshney Valley Country Park. The park will be created to protect the Freshney chalk stream with a buffer comprising wildflower meadow and native planting. The creation of a two-stage river channel with vegetated riparian and marginal habitats will provide improvements for both flora and fauna. The existing widths of the river channel will be retained and its water quality protected.
- **Watercourses of Freshney Valley:** the landscape focuses on a series of sustainable drainage features and open wildflower meadows that will help enhance the natural biodiversity of River Freshney valley.



Flower-rich grassland



Off site woodland buffer and on site woodland



River Freshney Valley, wet woodland, fen habitat and water bodies



Mature Elm tree and scrub



figure 5.14 | site's existing landscape elements